

## Candidate Information

**Position:** Visual Content Producer  
**School/Department:** Strategic Communications  
**Reference:** 24/111570  
**Closing Date:** Monday 5 February 2024  
**Salary:** £32,024 - £36,744 per annum  
**Anticipated Interview Date:** Wednesday 21 February 2024

### JOB PURPOSE:

Working as part of the digital team within the Strategic Communications directorate, you will be responsible for producing high-quality innovative photographs and newsworthy broadcast quality videos for use in campaigns, on digital channels and by news organisations for a range of audiences. You will also have a strong news sense and understanding of current affairs and support the media relations and social media teams to help deliver a best-in-class user experience which supports the strategic objectives of the department.

### MAJOR DUTIES:

1. Responsible for developing a steady supply of high-quality content to support Queen's communications strategy for a variety of audiences. This will include a combination of video, motion graphics, photography and virtual reality to drive campaign content and engagement.
2. Working with communications colleagues, assist in the development and production of integrated, multi-channel news stories, digital campaigns, and content plans.
3. You will be responsible for production and editing including taking briefs, scripting, interviewing for film, planning a shoot, liaising with interviewees and photographic subjects and sourcing locations.
4. You will work alongside the Digital Communications Officer on planning the day-to-day work of Digital Communications team delivering a robust and client focused account management approach for the delivery of creative content, with reliable workload schedules to manage briefs and deliver outputs on time, to brief and on budget.
5. Working with external agencies for the production of broadcast quality video content.
6. Responsible for maintaining all rich media content through the University's content management and asset management systems. Part of this role will require an understanding of relevant technical issues and working with colleagues in Information Services.
7. Working with the Social Media Manager to develop innovative and engaging content to support social media channel objectives.
8. Monitor new trends and techniques and develop new approaches as appropriate to ensure the University's communication objectives are delivered in an innovative and effective way.
9. Maintain brand and message consistency across all channels.
10. Provide support for key communications activities, including media relations, attending events and launches, internal communications.
11. Undertake other duties and responsibilities as required by the Head of Strategic Communications, Communications Manager and Digital Communications Officer.
12. Participate in multi-disciplinary teams within the department and across the University in the development of integrated communications campaigns.

### ESSENTIAL CRITERIA:

1. Third level qualification (honours degree or higher) in video production, multimedia design and production or digital marketing or significant experience in the areas detailed below.
2. Substantial recent relevant experience in a visual content production role as a primary responsibility of your job.

3. Extensive demonstrable experience in photography, video production and editing for use within digital channels or digital campaigns, to include scripting, planning a shoot, interviewing for film and innovative editing.
4. Proven track-record of developing successful and creative multi-channel digital communications campaigns.
5. Experience working with Adobe Creative Suite, video editing software and CMS systems.
6. Experience in shaping, planning and delivering online content for a wide range of audiences across multiple digital platforms.
7. Working knowledge of social media platforms and implementation within digital campaigns.
8. Excellent knowledge of traditional media (broadcast and print) and current affairs.
9. In-depth knowledge of current developments and trends affecting traditional media, online media and digital technologies.
10. Excellent IT skills and up to date practical experience of relevant software packages including Microsoft Office in a working environment.
11. Ability to design and produce quality animations and multi-media interactive design.
12. Excellent verbal and written communication skills.
13. Ability to identify problems and suggest options for effective resolution and continuous improvement of services.
14. High levels of accuracy and attention to detail.
15. Strong interpersonal and team-working skills, with ability to work with and motivate technical and non-technical employees.
16. Ability to assess and organise resources, and plan and progress work activities/projects in the longer term, using initiative and judgment with limited recourse to managers.
17. Willing and able to work evenings and weekends to meet project deadlines as required.

**DESIRABLE CRITERIA:**

1. Experience of working in a fast-paced communications environment and creating videos/photographs that can be used by broadcast and news organisations.
2. Experience of developing multi-media interactive design.
3. An understanding of how new technologies can be used to support the development of web content.