

Position Description – Videographer

Updated 8/10/2024

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor	Graphic Designer and Creative Studio Lead
Classification	Higher Education Officer Level 6
Employment Type	Continuing, full-time

POSITION SUMMARY
<p>Working under general to broad direction, the Videographer plays a key role in the delivery of rich content for Flinders University marketing and communications channels, photography, video, animation and other digital assets. As a key member of the Creative Studio, the role has responsibility for the visual story telling of Flinders University that supports the strategic marketing objectives of the University.</p> <p>Through the use of creative and compelling content, the Videographer will be responsible for substantially increasing the University's profile and reputation, domestically and internationally through online channels.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence and the underlying ethos of being Student Centred; contribute to the efficient and effective functioning of the team or work unit in order to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisor; promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; perform their responsibilities in a manner which reflects and responds to continuous improvement; and familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>

KEY POSITION RESPONSIBILITIES

The Videographer is accountable for:

1. Liaising with key content contributors and subject matter experts. They will source and create multimedia content suitable for repurposing across a range of channels using high level communication and interpersonal skills.
2. Writing, developing and publishing multimedia that adhere to industry best practice and accessibility requirements ensuring consistency with University brand guidelines and policies.
3. Producing content for a range of purposes across various digital channels including photography, film, animation and other digital mediums. Content is engaging and strategic.
4. Undertaking reviews of multimedia content and provide advice.
5. Telling the story of Flinders University through the creation of creative content.
6. Ensuring creative content produced meets the brief, conforms to University branding guidelines and are created to industry and technical standards.
7. Planning shoots prior to production including location selection, studying video briefs and scripts and where appropriate pre-arranging shots.
8. Reviewing systems and processes to identify, develop and implement continuous improvements that deliver high quality customer centric services.
9. Working in partnership with advertising agencies to create and advise on content production that is uniquely Flinders.
10. Creating and modifying video templates for optimised workflows for other staff members that produce video content.
11. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University Undertake any other duties as directed by the supervisor.

KEY POSITION CAPABILITIES

- Completion of degree in communications, media studies, marketing or a related discipline with subsequent relevant experience; or an equivalent combination of experience and / or education and / or training.
- Demonstrated experience in producing multimedia content for web, social media, signage and TVC.
- Proven skills in industry standard Adobe photo, audio and video editing software (Premier Pro, After Effects, Illustrator, Photoshop) and emerging technologies.
- Demonstrated experience with Content Management Systems, best practice for content storage and sharing with partners and developing compelling multimedia content to drive engagement with the University. Detailed knowledge of industry best practices and the ability interpret and apply relevant policies and procedures, including content delivery standards and usability.
- Well-developed interpersonal skills and proven ability to work cooperatively in a team context and with internal stakeholders.
- Significant problem solving capabilities and proven ability to work independently, determine and prioritise tasks and meet deadlines.
- Demonstrated experience with operating and maintaining consumer through to professional grade camera equipment, and proven ability providing guidance and assistance in usage of equipment.