



JOB DESCRIPTION

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| Position: | Video Content Specialist | Hours: | Averaging 34.23 hrs/week |
| Classification: | Provisional (Band 7) | Date: | May 2020 |
| Dept: | Marketing & Communications | | |
| Reporting To: | Marketing Manager | Group: | CUPE |
| Job Family: | Stand Alone | | |

SUMMARY:

Reporting to the Office of the President, the Marketing & Communications Department exists to help drive and support initiatives, campaigns, and projects designed to advance the strategic priorities of Cape Breton University (CBU). As a key group of brand champions, the Department prioritizes strategies and initiatives aimed at strengthening brand awareness and management through clear, consistent marketing and communications.

PURPOSE:

Working with the Department’s Video Production Specialist, the Video Content Specialist works to plan, create and execute video and photography assets and projects on behalf of the Marketing and Communications Department. Working with the team, the Video Content Specialist will play an important role in strengthening and advancing CBU’s brand and reputation through digital storytelling that is delivered to many audiences through various mediums.

The Video Content Specialist will occasionally be required to work overtime and/or evenings and weekends in order to cover the filming and photography of special events; those hosted virtually or live. The use of a personal vehicle and the ability to lift, carry and move camera equipment are required for this role.

SPECIFIC RESPONSIBILITIES:

- Provide support in all aspects of video production (pre-production, production and post-production) including, but not limited to, planning, coordinating, set-up, filming, editing, graphic effects and publishing.
- Provide photography services such as coordinating, capturing and editing photography as needed.
- Work with colleagues to conceptualize, plan and develop creative and strategic video and photo assets for multiple mediums, including CBU’s official social media channels and CBU.ca
- Analyze existing video and photo content and make recommendations for improvements and repurposing.
- Create and maintain a digital photography database and catalogue/archive video assets and files.
- Conduct regular maintenance on all video and photography equipment and ensure the equipment is in working condition.

- Provide support in the planning and execution of the Department’s social media strategy, specifically in terms of YouTube.
- Provide graphic design support as needed.

QUALIFICATIONS:

- A diploma or degree in marketing, public relations, communication or relevant field with specialized training in video production and graphic design.
- A minimum of two years’ experience in video production and graphic design.
- An equivalent combination of education and experience may be considered.
- Video technical skills including the ability to shoot video with proper lighting, composition and audio collection.
- Video editing, transitional effects and post-production capabilities.
- Demonstrated, strong understanding of fundamental design skills (color, typography, composition).
- Knowledge of digital marketing communications platforms including web and social media.
- Experience with an array of video camera equipment including DSLRs, professional cameras, GoPro cameras, etc.
- Exceptional with After Effects, Premiere and other Adobe CC suite of products.
- Demonstrate a strong creative ability and a collaborate work style.
- Ability to adapt and adhere to brand guidelines, and quickly execute concepts under tight timelines.
- Above average written and verbal communication skills.
- Possess the ability to think like a content editor—know what types of content will resonate with and benefit audience - with an excellence in storytelling.
- Flexibility to work evenings and/or weekends, when required.
- Ability to lift, transport and set-up heavy equipment.
- Ability to sit or stand for extended periods of time.

Video Content Specialist

Date

Human Resources Department

Date

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|--------------|----------|
| Established: | May 2020 |
| Evaluated: | |

