



CONTENT PRODUCER/ VIDEOGRAPHER

DEPARTMENT/UNIT	Strategic Marketing and Communications
FACULTY/DIVISION	Chief Operating Officer and Senior Vice-President
CLASSIFICATION	HEW Level 7
WORK LOCATION	211 Wellington Road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The **Office of the Chief Operating Officer and Senior Vice-President** provides leadership in all matters relating to the administration and operating areas of the University including: Strategic Marketing and Communications, Student Recruitment, Facilities and Services, Human Resources, Campus Community, Client Services and eSolutions.

We are all about making an impact. This means we break the rules when necessary, set new trends, and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren't static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We're future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital first approach to how we reach our audiences and partners.

Within the university community we set the strategic marketing and communications direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, experience design, digital, demand generation, media and communications, internal communications, and issues management.

POSITION PURPOSE

The Videographer is responsible for coordinating and delivering video-based content that can be strategically deployed across online communication channels. The role is specifically responsible for the development of video assets to be used to support the core objectives of Monash University. This includes informational and promotional videos for a wide range of audiences.

Reporting Line: The position reports to the Senior Content Producer

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budget Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Conceive, create and produce on-brand video-based solutions that assist in the promotion of the University's offer across a range of marketing channels including: web, social media, seminars and workshops, recruitment events and presentations
2. Work with the Communications team in the development and delivery of key video content designed to communicate Monash news to key internal and external audiences
3. Manage the stages of the video production process including hiring or booking of equipment, facilities, finding and prepping talent, recording sound, filming and sourcing external providers as needed to deliver quality videos in a timely and cost effective manner
4. Increase engagement with designated target audiences by repurposing content developed for other channels or applications, as appropriate, by adapting it for video
5. Execute an agile approach to the use of video and rich media by remaining well-informed on popular culture, trends, and monitoring the effectiveness, adoption and action taken by the target audience, so as to increase consumption and effectiveness of future output
6. Assist with the development and management of an integrated system of branded assets to include capacity for storage of rich media and/or video content so that it can be considered for wider distribution or for the University archives
7. Build and sustain effective collaborative working relationships with key internal stakeholders to proactively identify, source and develop content for various video-based projects ensuring a consistent brand and customer focus
8. Identify opportunities for improvement and contribute ideas, creative solutions and expertise through team or project-based meetings

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - A degree qualification in a relevant field with extensive relevant experience; or
 - extensive experience in video production, multi-media development and editing for the purposes of marketing, entertainment and/ or advertising; or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated experience in conceiving, creating and producing videos for the purpose of strategic marketing and/or use within integrated promotional multi-channel campaigns
3. A strong show reel of creative, on-brand video and rich media examples, including evidence of a solid background in managing the end-to-end production process utilising innovative, best practice principles and amalgamating these with scripting, sound, talent and key messaging derived from multiple sources that achieved high impact and audience engagement
4. Advanced skills and experience using experience in using the Adobe Creative Cloud (including Premiere Pro, After Effects and Photoshop) and Microsoft applications (including PowerPoint, Excel and Word)

5. Ability to build effective relationships with key stakeholders within and outside the organisation so as to enlist support for strategic initiatives and/or to deliver on project timelines, by utilising skills of engagement, collaboration, interaction, influence and negotiation
6. Proven organisational skills, including the ability to set work priorities, manage multiple tasks simultaneously, plan output to meet production deadlines, and work effectively within a dynamic and evolving work environment
7. Proven experience working within a complex customer-focused marketing communications environment and with cross-functional teams to successfully produce rich media and/or videos using consistent brand messaging, tone of voice and style and that demonstrates improved target audience engagement
8. Demonstrated ability to work as an effective member of a team as well as the ability to exercise high levels of independence, judgment and initiative
9. Experience with video camera operation and DSLR photography, and strong lighting techniques and photography is desirable

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- This position requires the incumbent to hold a current Working with Children (Employee) Check

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.