**JOB DESCRIPTION**

# Video and Content Manager

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Compassionate, Respectful, Innovative** and **Bold**

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve.

As part of the Uniting team, you will value diversity of ability, age, ethnicity, faith, sexual orientation and gender identity, and you will always welcome everyone exactly as they are.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

# **ABOUT THE ROLE**

**Role Purpose**

This role is responsible for producing compelling and engaging content, that people want to experience and will remember, across all digital, online, mobile and social platforms. A key part of the role is reinvigorating channels and narratives, working collaboratively as part of the Creative & Design team to support marketing & brand campaigns and projects that provoke engagement and deliver measured business outcomes. Innovative and creative thinking is at the heart of this role, with content, stories and news delivered through a dynamic ecosystem of video, audio, (info)graphics, galleries, (earned/paid/promoted/sponsored) articles, and advertising through existing and emerging channels and platforms.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Social Impact and Advocacy Directorate in the Advocacy and External Relations team through the following:

* Coordinating and maintaining team management systems and ensuring relevant information is input on a consistent and regular basis.
* Providing a collection of relevant data to assist with budgeting, the operation of the team and production of regular reports.
* Actively promoting safe work practices in the workplace during all activities consistent with Uniting’s policies and comply with all WH&S legislation, policies and procedures.
* Actively contributes to a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As theVideo and ContentManager

* Collaborating with internal and external stakeholders to ensure digital content conforms to Uniting standards, business requirements and program objectives/goals
* Producing, scripting, filming, and editing video campaigns and stories
* Creating motion graphics, titles and templates
* Visual story-telling, including photography, image editing, story galleries, drafting photo captions and ensuring compliance with privacy and trade mark regulations
* Supporting the Marketing team with digital assets, as needed
* Contributing to a proactive and planned digital content calendar
* Work with Digital Manager, Optimisationto monitor and evaluate campaigns and content, and explore content and syndication strategies that increase reach, engagement and consideration
* Collaborate closely with the Marketing leads to develop content that is appropriate, integrated and optimised for digital channels
* Articulating the Uniting tone of voice and Brand visual guidelines across all communication material

# ABOUT YOU IN THE ROLE

As part of the Uniting team, you will value diversity of ability, age, ethnicity, faith, sexual orientation and gender identity, and you will always welcome everyone exactly as they are

**Your directorate:**  Social Impact and Advocacy

**You’ll report to:** Creative & Design Lead

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.

**Business Acumen**

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.**
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

Bachelor qualification in a relevant field or equivalent experience, including multimedia, film/animation, audio visual production

**Experience:**

Typically, this role will require 3 or more years’ experience in your field of expertise. You will have excellent written and verbal communication skills, be organized, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Proven track record in a video, digital and/or news content making environment
* High level of creativity and ability to demonstrate the application of innovation and imagination to solve problems
* Demonstrated experience in planning, gathering and producing innovative content
* Demonstrated ability to produce clear, strong, editorial content with a high level of accuracy and in accordance with editorial policies
* Expertise in videography, with proven experience in a variety of scripting, filming, editing and post-production techniques. Proven experience in creating native, shareable video content for Facebook, YouTube, and Instagram
* Strong working knowledge of video cameras and the use of sound equipment
* Experience with shooting video and lighting set-ups
* Skills in creating motion graphics, titles and templates
* Experience and knowledge of photography, and post-production, including digital formats and processing
* Experience in designing and implementing innovative and effective digital campaigns
* Creative, clear and compelling writing skills, particularly for digital, online, social and mobile platforms
* Proven understanding of typography, layout, colour and grid structures
* Meticulous eye for detail
* Superior organisational, planning and communication skills; excellent problem solving, prioritising and troubleshooting skills
* An exceptional online portfolio showcasing innovative design concepts and highly considered visual execution and story-telling
* Applicants will be required to have a current Driver's license, and own registered vehicle
* Some out of hours and weekend work will be required

**Even better:**

* 2+ years’ experience as a Motion Graphics Designer, and knowledge of the production of quality motion graphics, animation, and compositing (in Adobe After Effects or equivalent)
* Experience in organising and managing live video streams on social platforms

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| **Employee Name:** |  | **Manager’s Name:**  **Title** | Creative & Design Lead |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |