



Position Snapshot

Position Title:	Creative Videographer - PART TIME
Business/Division/Department:	Brand, Marketing & Public Affairs
Location:	Sydney Macquarie Place
Reports to:	Leader, Creative Studio
Direct reports:	N/A
Date:	October 2018

Overall Impact Statement

As a Creative Videographer within Virgin Australia's inhouse Creative Studio team, you will be jointly accountable for bringing to life the Virgin Australia brand across a range of internal and external touchpoints.

You will live and breathe best practice design and produce creative to specification for a variety of channels, taking into consideration brand guidelines and Customer Experience principles. You will share the responsibility of maintaining the VA style guide, governance of templates and informing stakeholders of best practice principles to guide design decisions.

Organisation Context



Virgin Australia Group is a major Australian airline group that operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Key Accountabilities

Design, create and produce animations, motion graphics, and title sequences for Virgin Australia's multi-channel campaigns.

Creating engaging, authentic video content to use across the various social media channels, filming, editing and producing brand videos.

Collaborate with the rest of the Creative Studio/in-house team and stakeholders across the business to develop on-brand, engaging creative that aligns with business unit/stakeholder/project/brand objectives.

Apply best practice design principles to everything you do

Champion creativity and push the boundaries to deliver engaging design concepts, working closely with agencies and the rest of the Creative Studio team to inject new ideas and the latest trends in design, including video formats.

Contribute to other projects as required and be comfortable with an agile way of working.



Key Requirements

Essential	Desirable
<p>Impressive show reel (3 years' experience agency, in-house or freelance) with a proven track record of producing technically accurate work in accordance with briefed requirements (as demonstrated by impressive portfolio of past work).</p> <p>Degree/Certificate qualified in design or related discipline with expert level of proficiency across Adobe Creative Suite, Final Cut Pro.</p> <p>Excellent skills shooting with DSLR cameras, recording high quality audio, and editing engaging video content .</p> <p>Ability to work within clearly defined brand guidelines and take direction whilst actively contributing to brainstorming sessions and injecting new ideas and best practice.</p> <p>Production experience including scripting, storyboarding, directing talent, setting up for staged interviews, shooting on the fly and lighting.</p> <p>Excellent post production skills including professional editing experience, captioning, creating motion graphics and exporting, uploading, and optimising deliverables.</p> <p>Excellent time management and ability to manage multiple stakeholders and deadlines.</p> <p>Experienced at working and collaborating with external agencies to produce the best possible campaigns work.</p>	<p>HTML5 digital design skills an added bonus.</p> <p>Experience managing media through archiving and libraries.</p> <p>Experience in working with producers to fulfil ad hoc requests.</p> <p>Optimising the YouTube channel and videos on social media.</p> <p>Creating new opportunities to utilise video for VAA.</p>



Competencies

Role Competency Requirements	
Competency Name	Behavioral Descriptors
Delight Customers	<p>Initiates customer centric solutions</p> <p>Seeks to enhance customer experiences and improve outcomes</p> <p>Seeks and identifies opportunities to surprise and delight customers (internal and external)</p> <p>Supports digital transformation initiatives and understands how they can improve processes and customer interactions</p>
Communicate and Engage	<p>Engages with others, clearly conveying information and facts</p> <p>Participates in 2-way conversations, listening and discussing issues credibly and thoughtfully</p> <p>Clarifies own understanding and embraces alternate views</p>
Connect and Partner	<p>Builds trusting, cooperative partnerships, supporting others in challenging situations</p> <p>Embraces collaboration and connection beyond organisation boundaries</p> <p>Actively seeks opportunities to partner with others to achieve extraordinary outcomes</p> <p>Checks and aligns own work with team goals</p>
Embrace Change	<p>Demonstrates hunger for change, is comfortable with being uncomfortable</p> <p>Engages with others and demonstrates empathy and caring in the face of change</p> <p>Prepares for change, seeking opportunities to contribute to change initiatives</p> <p>Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response</p>
Innovate and Improve	<p>Identifies issues in existing systems and processes that may not be obvious to others</p> <p>Challenges the status quo and offers progressive ideas and solutions</p> <p>Recognises ideas of all stakeholders and encourages innovative approaches</p> <p>Embraces digital opportunities in data analytics to improve processes and customer insights</p>



Diversity of Thinking	<p>Builds bonds between people to foster empathy and understanding of different perspectives that stimulate creative thought and action</p> <p>Taps into individual differences and working styles to improve business processes and outcomes</p> <p>Identifies and overcomes the barriers to diverse thinking, strengthening Group's ability to meet diverse and changing customer needs</p>
Strategy and Direction	<p>Sets inspiring goals for self and others that contribute to the achievement of Group's strategy</p> <p>Understands the Group's objectives and the links between teams, functions, businesses and sector</p> <p>Applies knowledge and analysis of issues and trends to formulate and achieve plans</p> <p>Considers the risks and consequences of issues in the mid-term and the longer-term impact across teams/work areas</p>
Drive Business Outcomes	<p>Demonstrates persistence and perseverance in the face of obstacles</p> <p>Shows personal accountability for achievement of job-specific outcomes</p> <p>Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals</p> <p>Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly</p>
Motivate Self and Others	<p>Seeks and provides feedback and opportunities to learn, valuing contribution of self and others</p> <p>Promotes and encourages excellence, growth and autonomy in self and others</p> <p>Applies learning from previous experiences to improve future approaches and solutions</p>

