



## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>DATE:</b>
Video & Digital Content Creator	4 September 2023
<b>REPORTS TO:</b>	<b>APPROVED BY:</b>
Chief Communications Officer (COO)	President & Chief Executive Officer (CEO)
<b>JOB OVERVIEW</b>	
<p>The Video and Digital Content Creator reports to the Chief Communications Officer (CCO). In this multifaceted role, the Video and Digital Content Creator is tasked with advancing the organization’s communications and marketing goals through captivating, on-brand videos and visual (promotional) content to expand OEF’s and CTI’s digital footprint, audience engagement and brand awareness. Essentially, s/he would be responsible for preparing, organizing and executing all aspects of a video or digital project at each stage, starting from pre-production and extending to post-production. S/he works closely with the CCO and Communications Team to ensure the visual and digital content needs of the department and wider organization are met with efficiency, accuracy, and creativity. To be successful in this position, s/he will be highly skilled in professional video shooting and editing, compelling digital storytelling and photography. S/he must be a self-starter, and a team player capable of delivering brilliant creative ideas that capture attention and communicate complex concepts and messages on-brand effectively and efficiently. The Video and Digital Content Creator must show proficiency in his/her ability to operate drone and advanced digital camera technology in a way that allows for advanced video shooting, editing, story-telling and publishing.</p>	
<b>KEY DUTIES AND RESPONSIBILITIES</b>	
<p><b>The main duties and responsibilities are as follows:</b></p> <ul style="list-style-type: none"> <li>• Shooting, producing, and editing video content including, but not limited to short-form videos, social media reels, magazine and news-style pieces, documentaries, and impact videos.</li> <li>• Working with internal and external stakeholders to gather materials, footage and information for projects and distribution of assets across online and offline media.</li> <li>• Creating visual concepts and graphic designs to promote and communicate the organization’s work, goals, projects, community impact and desired messaging etc.</li> <li>• Producing visuals and rich media content that is effective, engaging, inspiring, and creative to facilitate the development and implementation of innovative and creative communications, pr, marketing, broadcast and social media campaigns for the organization and its social enterprises.</li> <li>• Managing the department’s video production schedule and digital content needs to meet strict deadlines and ensure efficiency and an organized, prioritized workflow.</li> <li>• Capable of optimizing, uploading, and tagging digital assets for use across various social media platforms including but not limited to YouTube, Facebook, IG, Linked In, TikTok, Websites and Vimeo.</li> <li>• Capable of organizing and executing field and in-studio production projects, selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-</li> </ul>	

over/sound effects, media management, channel distribution and posting of videos as well as archiving project media.

**Administrative duties include, but are not limited to:**

- Storyboarding, planning and execution of all pre-production and post-production duties.
- Scheduling and confirmation of shoot sites, talent and interviewees for video production projects.
- Organizing, filing, and archiving all department videos and photos.
- Sourcing of equipment, and software as needed.
- Facilitate maintenance of the department's equipment inventory ensuring that all equipment are regularly checked, serviced and in good condition.
- Ensuring all equipment are properly signed out and promptly returned (signed in) at the end of the workday following each production / project unless special permission is granted by the CCO to extend use for the purpose of work.
- Participating in meetings as assigned or required.
- Preparation of presentations, proposals, and production calendars for related projects.
- Participating in creative brainstorming, and market research to inform work, increase capacity and capitalize on new media trends to contribute to team assignments.
- Ensuring the preparation, approval and timely distribution of all visual/digital/Communications Dept. Assets.
- Ensuring that all digital content is on-brand and approved by the CCO prior to distribution.
- Supporting the Communications Team on tasks, creative projects, and activities as assigned.
- Any other duties assigned by the CCO.

**KNOWLEDGE & REQUIRED SKILLS**

**The Following skill and knowledge required:**

- Demonstrable videography, editing, and digital storytelling skills and production experience.
- A solid knowledge of Adobe Final Cut Pro, Adobe Premier Pro, Photoshop, Premiere Pro, Audacity or other video and media editing software.
- Knowledge of industry production standards, equipment and equipment integration.
- Experience with visual communication principles.
- Experience in using Photoshop, and Adobe Lightroom.
- A keen eye for visual composition and aesthetics with the ability to pay close attention to detail.
- Ability to engage in podcast creation and development.
- Basic digital photography, videography and photo editing skills.
- Strong analytical, verbal and written communication skills.
- Effective time management skills with the ability to meet deadlines and work efficiently in a fast-paced environment with competing deadlines.
- A positive “can do” attitude and the ability to “own a task,” and drive results whether working individually or within a team.
- Exceptional organizational, project management and interpersonal skills.

- Experience managing complex projects with specific target skills.
- Superior verbal and written communication skills, and ability to confidently interact with individuals at all levels.
- Strong computer skills with proficiency in Word, Excel, Outlook, Power Point and Publisher.
- Efficient while maintaining a high level of accuracy and attention to detail.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision.
- Ability to liaise with other departments to achieve a common goal.
- Proven ability to work well within a team.
- Self-motivated, innovative and results-oriented.
- Understanding and appreciation for the Core Values & Mission of OEF/CTI

## EXPERIENCE & QUALIFICATIONS

### Education:

- Bachelor's Degree in a Media Production, Digital Production or related field or proven work experiences as a Video or Digital Media Specialist/Content Creator with a Strong portfolio as proof of skills.

### Experience

- Minimum two - three (2-3) years working in the industry.
- A sound understanding of the non-profit world is advantageous to the post.
- Ability to operate a number of complex devices and software relevant to the field.

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**Acknowledged and agreed by:**

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**Date:**