# Job Profile

**Job Title:** Social Video Manager

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Head of Creative

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Social Video Managerhelps people with sight loss to live the life they choose by acting as a multi-platform content expert, creating engaging video that resonates with audiences across social media, fostering community growth and driving digital engagement.

They lead the team of Video Producers to conceptualise, produce, direct and edit video projects across the organisation, and manage third-party suppliers as necessary, to help elevate our brand’s storytelling through compelling digital-first video content.

## Key Responsibilities

* Collaborate, influence and provide expertise on social-first video creation to the digital, marketing and creative teams to develop video concepts that align with brand messaging and campaign strategies.
* Conceptualise, shoot and edit high quality video content tailored for social media platforms (Instagram, TikTok, Facebook, YouTube etc).
* Storytelling – Utilise strong storytelling skills to create engaging narratives that captivate and retain audience attention.
* Manage all aspects of video production, including pre-production planning, on-site shooting and post-production editing.
* Ensure projects are completed on time and within budget while maintaining brand and quality standards, engagement and are fully accessible.
* Trend Analysis – Stay updated on the latest social media trends, video styles and best practices, and adapt content for relevance and impact.
* Experiment with new techniques and technologies to enhance video production quality.
* Collaboration – work closely with other videographers, photographers, graphic designers, and other creatives to develop cohesive visual content.
* Provide leadership, mentorship and guidance to videography team, fostering a collaborative and innovative team environment.
* Performance evaluation- work with channel managers to interrogate results and understand performance, finding data driven insights to refine video strategies and enhance impact.
* Create and manage brand assets for video, including elements such as logos and music.
* Brief and manage external videographers, production and media agencies as required.
* Create and maintain videography guidelines and create and manage a footage repository.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: 4

Number of Indirect Reports:0

Number of Volunteers Supervised:0

### Financial Accountability

Annual Income Accountability:

Assets Managed:

Budget Accountability:

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to degree level or equivalent experience, relating to filming and video production, media production, communication or a related field (QCF level 6 / SQCF levels 9-10).

## Job-Related Experience

#### Essential

* Significant proven experience in video production, direction and editing, with a strong portfolio showcasing social media content.
* Track record of leading a team of social-first videographers or content creators.
* Strong understanding of social media platforms and their specific video requirements and formats.
* Proven experience of creative and strategic idea generation, for marketing and communications purposes.
* Creative mindset with the ability to tell compelling stories across a range of media and platforms.
* Excellent communication and collaboration skills.
* Significant proven experience working with a broad range of stakeholders and managing and delivering multiple projects simultaneously.

#### Desirable

* Experience of developing strategic creative content plans.

## Knowledge

#### Essential

* Deep understanding of digital platforms and how to drive impact with engaging paid and organic content.
* Ability to transform data into insight, and report on campaign and creative results.
* Demonstrable knowledge of producing communications/ marketing materials in accessible formats.

#### Desirable

* An up to date understanding of content management functions/systems in a large organisation.

## Skills and Competencies

#### Essential

* Proficiency in video editing software (Adobe Premier Pro, InDesign, After Effects, Final Cut Pro).
* Proven organisational skills, able to maintain a number of projects and tasks simultaneously.
* Demonstrates excellent interpersonal and communication skills.
* Understanding of the application of brand principles to video content.
* Ability to advise, influence and negotiate.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## **Job Group (internal use only)**

This role has been evaluated as a Manager, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/EZJDAqmuGaRDl4mAFXfPIqEBa-Qw0Q_AW5tdvLd1V0N8wg?e=n1ch61) to view the salary band.