# Job Profile

**Job Title:** Video Producer

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Social Video Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Video Producer helps people with sight loss to live the life they choose by creating highly engaging, on brand video for internal and external audiences.

The role will work with Social Video Manager and colleagues across multiple teams to ensure all video creative embraces a digital-first approach, and is positioned for success, providing advice and support to other teams where necessary.

The Video Producer role involves production and postproduction, camera operating and editing. It will also include managing third-party suppliers on appropriate projects, ensuring all video is of the highest quality and on brand. It will include helping to manage a roster of external videographers (in conjunction with the other Video Producers) and helping create and maintain videography guidelines and a footage repository.

The post-holder will work in an agile and responsive way.

## Key Responsibilities

* Plan, manage and create in-house video content in response to briefs, as well as identifying and creating new opportunities yourself.
* Be one of the Video Team’s key contacts and in-house ‘experts’ for video production and provide advice and support to video creating teams. Work with colleagues across multiple teams to ensure all video content is positioned for success.
* Brief external production and media agencies in the production of video content -  ensure quality work is delivered, within the defined schedule and at a competitive cost.
* Ensure that all Guide Dogs video content is accessible, on brand and of the highest quality.
* Develop and maintain strong relationships with key stakeholders (both internal and external).
* Identify areas of demand for specific content and communicate those insights to the Social Video Manager.
* Manage external videographers as required.
* Create and maintain videography guidelines and create and manage a footage repository (in conjunction with the other Video Producer).

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

**Financial Accountability**

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# 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**

* Relevant professional qualification or equivalent experience.
* Management qualification or equivalent experience.

**Desirable**

* Degree level relating to video production or equivalent experience (QCF level 6 / SQCF levels 9-10).

## Job-Related Experience

#### Essential

* Experience in the production and post production of video content of the highest quality – either, in-house, freelance or for an agency.
* Significant experience working with a broad range of stakeholders and managing and delivering multiple projects simultaneously.

## Knowledge

#### Essential

* Understanding of strategic use of social media, and hands-on experience of at least one social channel.

#### Desirable

## Knowledge of the Third Sector.

## Skills and Competencies

#### Essential

* Demonstrates the ability to create highly engaging video that moves people to action.
* Proven organisational skills, able to maintain a number of projects simultaneously.
* Demonstrates excellent interpersonal and communication skills.
* Good written skills.

## 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 Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=UDdKjC) to view the salary band.