

## Role Profile

### Visual Content Producer

<b>Salary:</b>	Band 3
<b>Working Hours:</b>	Full Time – 35 hours per week (32 hours over four days during 4-day week pilot)
<b>Reporting to:</b>	Marketing Manager
<b>Direct reports:</b>	Supervising Social Media Ambassadors when required.
<b>Overall purpose/accountabilities:</b>	
<p>The role focuses on developing engaging and informative video and photographic content for use on the University of Sunderland in London's (UoSIL) external-facing website, advertising and a variety of digital and social media channels. The post holder is responsible for the planning of a content calendar, making actionable recommendations based on performance metrics and working with colleagues to identify and address gaps.</p> <p>They also support the Marketing Manager in shaping content strategy and planning, ensuring video and photography outputs align with wider marketing and recruitment objectives.</p> <p>Deliver and champion excellent customer service to all stakeholders at all times</p>	

## Job Description

Manage the production (scheduling, directing, location setting, lighting, sound) and editing of video content for use on a variety of promotional digital channels.

Manage other team members, interns and student staff involved in assisting video shoots.

Produce and edit film content using industry-standard digital video, audio, lighting equipment, and software.

Develop and deliver an annual content calendar to identify and address content requirements across the university, working with stakeholders to regularly review progress.

Proactively identify organisational video content requirements and develop the content library, making recommendation to the Marketing Manager and the marketing team.

Source suitable film subjects (e.g. students and staff) to include within video content and ensuring appropriate legal documents are in place (e.g. waivers), utilising the support of team members.

Develop relationships and work collaboratively with internal stakeholders, to understand their needs for online video content by taking briefs then proposing and visualising creative solutions.

Providing advice to colleagues and being the internal expert for all matters related to video and content.

Maximise the impact of video content online via social media, search engine optimisation and other appropriate channels like paid advertising.

Analyse and evaluate the success of video content and use the data to influence future work. Engage in testing and identify best practice to improve outputs and performance.

Produce regular content reports on content performance and recommendations to present to relevant managers or Senior Management Team.

Collaborate with the content team in Sunderland in order to ensure consistency of output and share material.

Contribute to the development and delivery of team and departmental marketing and student recruitment objectives on a yearly basis.

Supervise and mentor Intern(s) and Student Ambassadors in the area of expertise, when required, ensuring they receive excellent learning and working experience and contribute effectively to the teams' objectives.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

Commit to the effective delivery of an excellent student experience to all learners.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

**Other factors:**

A flexible approach to work is required with some evening and weekend working required on occasion. The post may involve some UK travel and annual leave may be restricted at certain times of the year to accommodate business needs.

## Person Specification

<b>Essential</b>	<b>Qualifications</b>  Educated to A level or equivalent or possess relevant professional experience within a similar role.
	<b>Experience</b>  Demonstrable experience of end-to-end production (concepting, filming and editing) of effective promotional videos, as well as short-form video content for social media (Instagram, TikTok, and YouTube).  Experience of reporting on video analytics and performance metrics to meet audience needs and marketing goals.  Expertise in using professional editing software including: Premier Pro, After Effects, Audition.  Expertise in using industry-standard DSLR cameras, lighting setups, and audio equipment.  Experience of taking still photographs for marketing purposes.  Ability to trouble-shoot and resolve any technical issues with kit or software.
	<b>Skills &amp; Attributes</b>  Good knowledge of video marketing best practice across web, social media and paid advertising.  Knowledge of accessibility standards related to video, audio and web content.  Proven ability to communicate efficiently and effectively with a wide variety of stakeholders, incorporating feedback into future work.  Creative and innovative in developing engaging content ideas, with an eye for visual storytelling.  Ability to work independently, use own initiative and problem-solve.  Ability to work on multiple projects and manage own workload effectively.  Excellent interpersonal skills and the ability to deliver excellent customer service at all times.

	<p>Ability to maintain a positive attitude while working closely with team members in a fast-paced environment.</p> <p>Excellent attention to detail.</p>
<b>Desirable</b>	<p><b>Knowledge and Experience</b></p> <p>Demonstrable knowledge of image manipulation software.</p> <p>Experience of using website Content Management Systems.</p>

**DATE UPDATED: August 2025**

