



## JOB PROFILE

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<b>Position Title:</b>	Video Producer
<b>Engagement type:</b>	Contract, 2 year
<b>Salary:</b>	\$80,013 per annum plus 15.4% superannuation
<b>Department/Unit:</b>	Strategy and Operations - Communications
<b>Location:</b>	Sydney
<b>Immediate Manager:</b>	Senior Manager, Communications

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**Position summary:** The Video Producer is responsible for planning, creating, publishing and promoting corporate and editorial video, for use across social media, the Screen Australia website including Screen News; and as part of publicity campaigns and events. The role works as part of the broader Communications team, particularly with the Content Producer (written and podcasts) and publicity team members.

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### Core Accountabilities

Key responsibilities of the position will include:

- To develop and fulfill Screen Australia's video strategy, feeding into the editorial and broader communications strategy for the agency.
- Actively reporting on video performance on a weekly basis, including analysis of YouTube, Facebook and Twitter analytics. Proactively adapting the video strategy as a result.
- Generating ideas for editorial video content that highlights Screen Australia's titles and the industry professionals working on them; working both autonomously and with the Content Producer as needed.
- Managing the administration of editorial video creation, including booking interviews, arranging transport, updating work-in-progress documents, digital asset management filing and requesting footage.
- Producing showreels, industry showcases and more complex sizzle reels - from storyboard to booking talent to edit to delivery.
- Working with the publicity team members to produce EPKs for media.
- Producing webinars and filming/editing events for offsite audiences plus delivering live streams.

- Commissioning stringer content from overseas to cover Australia's presence at markets, festivals and awards; delivering quick-turn around edits of the content to publish locally.
  - Producing basic After Effects-based content, such as the use of graphs to explain research.
  - Native captioning all content and producing platform-specific cuts. Writing editorial to accompany Screen News video content.
  - Devising distribution plans for each individual video and proactively seeking out sharing opportunities as required to meet viewership and retention KPIs.
  - Other additional responsibilities as required.
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## **Selection Criteria**

### **Qualifications and Experience**

- Solid experience as a corporate video or video news producer, including developing video content strategies.
- Demonstrated experience creating and publishing video content autonomously end-to-end, including researching, filming, editing, publishing and sharing video content.
- A clear sense of news and storytelling, with the ability to conduct interviews both autonomously and with a journalist.
- Mid-to-high level experience reporting and interpreting video performance, utilising YouTube, Facebook/Instagram and Twitter analytics functions.
- Experience working to content performance KPIs, and promoting work to hit those targets.
- High level of administrative and organisational skills.
- Advanced user of the Adobe Creative Cloud suite (Mac), particularly Premiere Pro, Photoshop and Audition.

### **Desirable**

- Experience in entertainment or arts video journalism.
  - Experience using Sprout social media video monitoring.
  - Some experience making After Effects graphic explainer videos
  - Passion for and knowledge of the Australian screen industry and current issues.
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## **Behaviours**

- Open communicator, shares thoughts and opinions with others
- Driven to achieve results
- Focused on the achievement of team goals
- Establishes and maintains effective relationships with internal and external customers, and gains their trust and respect

- Creative approach to problems and can 'think outside the square'
- Seeks feedback, takes it on board and modifies approach
- Continually seeks to improve self and Screen Australia
- Works collaboratively across the agency to achieve common goals