

## **VIDEO TECHNICIAN (EDITOR, ANIMATOR, VIDEOGRAPHER)**

### **CORE RESPONSIBILITY:**

A Video Technician is responsible for the quality and craft that goes into specific elements of video and animated content.

### **KEY DUTIES:**

A Video Technician is responsible for the quality and craft that goes into specific elements of video and animated content. Video Technicians are normally specialists in video editing, animation, 3D modeling and/or videography. The Video Director will support individuals in this respect by identifying ways to develop these skills, and ring-fence projects that exploit particular passions. The title of a Video Technician may well reflect their core specialism (ie, Editor, Animator, Videographer). As the skillset of any two Video Technicians may vary wildly it is necessary to generalize with regards to their key duties;

- Under the guidance of the Video Director use specialist equipment, tools and software packages in order to create video content. Their work should answer any given creative brief to the high standard that theAudience expects, and be completed within set deadlines.
- Help develop video/animation for pitch decks and corporate presentations that present information in a clear articulate manner.
- A Video Technician should be able to complete the majority of their workload with little direct supervision from the Video Director.
- At theAudience video production is a hands-on, collaborative process, and so Video Technicians will also be expected to help with direction and/or production requirements from time to time, when colleagues are under-resourced.
- Stay abreast of current trends, techniques and developments with respect to their particular area of video expertise. Establish initiatives that update team members with this information.
- Actively contribute to brainstorming, especially with regards to the visual and technical execution of video concepts.
- Be able to justify to colleagues why they chose a particular technique, composition or edit in order to answer a particular brief.
- Record hours spent servicing each client in a timely manner.
- Actively contribute to team meetings and other Creative Team initiatives. Play a team role in elevating our reputation (both internally and externally) as a 'creative powerhouse' - advocates of anything and everything that's creatively inspiring!

## KEY CANDIDATE REQUIREMENTS:

Candidate requirements for a Video Technician role will vary depending upon the seniority of the position, and the specific mix of expertise we might be looking for at any given time. From a general perspective the ideal candidate will have;

- The required level of experience undertaking the role they are applying for;
  - *Junior: A demonstrable ability within the required specialism*
  - *Middleweight: 1 Year dedicated work experience within the required specialism*
  - *Senior: 3 Years dedicated work experience within the required specialism*
- The required level of competence when using the equipment, tools and software required to fulfill the role;
  - *Junior: A working knowledge*
  - *Middleweight: Expertise*
  - *Senior: Mastery*
- A demonstrable passion for creativity and an education/background that involved artistic expression.
- An interesting showreel that demonstrates the required level of competence within the required specialism.
- A thorough understanding of (and appreciation for) social media, and the main features, benefits and limitations of all of the major social platforms.
- Excellent English language/writing skills, which enable the individual to communicate video concepts clearly;
  - *Junior: To team members*
  - *Middleweight: To colleagues across the company*
  - *Senior: To clients*
- The appropriate level of experience of working on projects involving consumer brands, and an understanding of working within brand guidelines for specific audiences.
  - *Junior: None required*
  - *Middleweight: Some experience would be desirable*
  - *Senior: Experience required*
- Excellent time management skills and experience working to tight deadlines, and very tight budgets, in a fast-paced environment.
- An energetic and resourceful team player, with a can-do attitude and a positive personality.