University of Essex

RECRUITMENT PACK

This document includes the following information:

- Job Description
- Person Specification
- Additional information

Making an application:
When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- **We recommend that you take a copy of this recruitment pack to help with your preparation.**

Our commitment to Equality, Diversity and Inclusion

At Essex our people are at the centre of everything we do and we aspire to build a culture in which every member of the University feels valued and can flourish.

We are committed to equality of opportunity, to being fair and inclusive. We therefore particularly encourage applications from candidates who are likely to be underrepresented in our workforce.

These include people from Black, Asian and Minority Ethnic backgrounds; disabled people and LGBTQ+ people and from women in our grades 9-11 roles.

The diversity of our community is more than where our staff and students come from. More than 1000 of our staff and students identify as LGBTQ+, more than 1,300 have declared a disability and many members of our community follow a religion or belief.

You can read more about our commitment to Equality, Diversity and Inclusion here.

Our Strategy sets out how we will do this through the delivery of a fair and supportive working environment for all.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation **AccessAble** who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (resourcing@essex.ac.uk) for help.

Closing Date: 2 December 2026
Interviews are planned for: To be confirmed
Expected start date: To be discussed at interview

University of Essex

JOB DESCRIPTION – Job ref REQ10451

Job Title and Grade:	Video Content Creator Grade 7
Contract:	Permanent, Full-time
Hours:	Your hours of work are as required to perform the duties of your role, for a full-time employee this is normally 36 hours per week.
Salary:	£35,608 -£38,784 per annum
Department/Section:	External Relations
Responsible to:	Director of External Relations
Reports on a day to day basis to:	Senior Content Marketing Officer
Purpose of job:	The postholder will contribute to the planning, production and delivery of engaging video content, ensuring outputs align with campaign objectives, channel use, audience needs and the University's brand.

Duties of the Post:

A dedicated team of two videographers responsible for producing high-quality video content that supports the University's strategic priorities, with a focus on student recruitment, marketing campaigns, digital channels and institutional storytelling. This includes the creation of a wide range of content, from flagship campaign films and brand storytelling to social-first content and video assets designed to support audience engagement, conversion and the wider student journey.

The duties of the post, some of which will require physical effort such as standing for long periods, lifting, carrying or working at heights, other duties will include the following:

Strategic Understanding

- To work collaboratively with colleagues across Marketing, Student Recruitment and External Relations to understand campaign objectives, audience needs and content requirements, ensuring video content is effectively aligned to strategic priorities and brand objectives.
- To ensure all video content meets agreed standards for quality, accessibility, brand consistency and campaign effectiveness.

Creativity

- To provide creative ideas in storyboarding and the development of shoots.
- To participate in conceptualising ideas and planning recommended solutions for video shoots as part of an overall marketing strategy.
- To participate as an idea generator providing expertise in video executions required to support campaign objectives.

Media Production

- To co-ordinate pre-production and production planning activities for video shoots including risk assessments for safe working.

- For each video shoot, carrying and operating professional video, audio and lighting equipment in a variety of indoor and outdoor locations on or off campus without supervision.
- To plan and perform video post-production tasks that include reviewing footage, making editorial decisions, logging, rough cuts, audio adjustment, colour correction, and final editing using Adobe Premier Pro CC.
- To plan and carry out video animation to meet client requirements using Adobe After Effects CC.
- To collaborate with colleagues, student content creators, external suppliers and creative specialists to deliver engaging multimedia content across a range of digital platforms.
- To deliver video projects for output, making video products available in a variety of formats and aspect ratios.

Equipment Administration

- Undertake equipment maintenance and asset management and the administration of video production resources
- To maintain effective media management, archiving and backup processes, ensuring footage, project files and digital assets are organised, stored and retrievable in line with University procedures.
- To transport and safely operate video production equipment in a variety of filming environments.

Other

- To continually research emerging content trends, video production techniques and technologies, identifying opportunities to enhance content quality, efficiency and audience engagement.
- To ensure compliance with relevant Health and Safety, risk management, data protection and University policies and procedures.
- To undertake any other duties appropriate to the grade and nature of the role.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment:
For a full description of the terms of appointment for this post please visit our website.

PERSON SPECIFICATION

JOB TITLE: Video Content Creator

Qualifications/Training

	Essential	Desirable
▪ Bachelor's degree or relevant equivalent experience.	☒	☐
▪ Adobe Certified Training in Adobe Premiere and/or After Effects.	☒	☐

Experience/Knowledge

	Essential	Desirable
▪ Substantial experience of producing high-quality video content from pre-production through to post-production.	☒	☐
▪ Experience using variety of professional grip equipment including gimbals and sliders.	☒	☐
▪ Experienced in audio production in studio and on location.	☒	☐
▪ Experience of creating content for digital and social media platforms.	☒	☐
▪ Experience of working with multiple stakeholders to deliver content against campaign objectives.	☒	☐
▪ Strong creative judgement and storytelling ability.	☒	☐
▪ Ability to identify and develop compelling content opportunities from complex subjects and briefs.	☒	☐
▪ Experience of lighting interviews and other on location filming.	☒	☐
▪ Extensive experience of using Adobe Premier Pro.	☒	☐
▪ Experience of using digital workflows in production environments.	☒	☐
▪ Able to interpret branding guidelines and create compliant videos.	☒	☐
▪ Experience of developing creative concepts, treatments and storyboards for video content.	☒	☐
▪ A commitment to high-quality work and continuing to improve your own skills and knowledge.	☒	☐
▪ Experience of using Adobe After Effects.	☐	☒
▪ Experience of working in higher education.	☐	☒
▪ Experience working with Sony Cinema Cameras	☐	☒

Skills/Abilities

	Essential	Desirable
▪ The ability to clearly communicate instructions and gain cooperation from people including senior management.	☒	☐
▪ Excellent communications skills with an ability to explain the creative direction.	☒	☐
▪ Good skills in Microsoft Office.	☒	☐
▪ Ability to create content that aligns with brand, audience and campaign objective	☒	☐

▪ Strong administrative and organisational skills.	☒	☐
▪ An exceptional eye for detail.	☒	☐
▪ Able to carry out risk assessments for safe working.	☒	☐
▪ Able to perform routine maintenance on video equipment.	☒	☐
▪ Ability to manage busy diaries, having excellent punctuality and able to schedule multiple priorities and meet deadlines.	☒	☐
▪ Proven ability to work independently or as part of a team.	☒	☐
▪ The ability to manage projects in a cooperative and collegiate manner.	☒	☐

Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation.	☒	☐
▪ Flexibility in working arrangements.	☒	☐
▪ A current UK-valid driving licence.	☐	☒

* In accordance with Home Office guidance and the Asylum, Immigration and Nationality Act 2006 the University of Essex has a responsibility to ensure all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. For those who do not have a right to work in the UK, the University is a UKVI licensed sponsor and may be able to provide sponsorship to successful candidates who are offered skilled roles and meet the eligibility criteria. Further information about UK immigration requirements and working in the UK can be found on the Home Office website www.gov.uk/skilled-worker-visa

ADDITIONAL INFORMATION

Department
You can find more information about the Department/ Section on our website:

Marketing, Web and Brand | University of Essex

General Information
Informal enquiries may be made to Claire Clilverd, Deputy Director of Marketing (email claire.clilverd@essex.ac.uk). However, all applications must be made online.

The University has implemented adjusted working arrangements, with some individuals working on a hybrid basis. At the time of a job offer, remote and campus working will be discussed and considered on an individual basis, but you will be expected to be based within the UK.

Our Strategy

Please find a link to the University of Essex Strategy webpages below:
https://www.essex.ac.uk/about/university-strategy

Pay and benefits

We advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range. The university salary structure includes automatic pay progression within the published grades, subject to service and performance. In addition to this, there are performance related annual pay review schemes in place.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development
- Family friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeparkdaynursery.co.uk
- Relocation support package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension and bicycle schemes)

Staff communities, networks and forums

We are proud to have a number of staff Networks including: Access Forum, Black Asian and Minority Ethnic community Staff Forum, Essex Women's Network, Global Forum, LGBTQ+ and Allies Community and Parent's Support Network.

Our Colchester campus based Faith Centre hosts regular services, meetings and events organised by our chaplains and faith representatives.

This document is produced by:

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