

Videographer and Graphic Designer - Job Description

Department: Marketing and Communications

Job title: Videographer and Graphic Designer

Hours: 35 hours F/T

Location: Over The Wall Head Office in Havant, Hampshire 2 day p/w minimum

Salary: £20,000

Reports to: Head of Marketing and Communications

Direct reports: None

Closing date: 1 July 2022

Start Date: From 1 September 2022

Job purpose

The brand-new role of a Videographer and Graphic Designer is exciting, collaborative and creative. The role will sit within the Marketing and Communications team whose purpose is to lift Over The Wall's brand, tell our story in a planned, audience-driven way and deliver strategic, life-changing communications.

This role requires planning, creation and design editing skills and, as part of the Marketing Team, is responsible for the visual identity and visual content creation of the Brand.

With a focus on photography and videography of camps, events and the brands' assets, enhance the online experience on the website and social media and plan out the brand video content for the wider portfolio.

You will assist the Marketing Team with designing and producing a wide range of resources, including printed material, digital graphics, photography and video production, to promote the work of Over The Wall. You'll influence how we develop our visual communications and lead on Over The Wall's two-year video and image content plan.

You'll be responsible for editing media for various projects (either in response to briefs or as part of projects led by the Marketing Team) according to guidelines and tone of voice, helping shape messaging and storytelling.

Your role will support all departments, from building our case study catalogue to working with the Fundraising Team on the seasonal appeals.

Duties and responsibilities

- Photography and videography of social media, camp and event/fundraising videos
- Working within the marketing team to set up a video content calendar and work on an overall brand video strategy

- Work on social media visuals
- Work with the wider Marketing Team on the creative design for brochures, website, blog, welcome handbooks, social media, following the brand tone of voice guidelines
- Plan and organise photography and videography for camp
- Lead Media Crew at Residential Camp
- Postproduction and editing of all photography and videography
- Uploading creative content onto the charity's website
- Work collaboratively with other team members to ensure a consistent, integrated brand perception and visual identity.
- Host video interviews with campers and camper families

Person specification/qualifications

- Bachelor's degree or equivalent experience in communication or marketing
- Experience producing content for print and digital media channels
- Proven success in editing and filming promotional videos

Skills and Experience

This role requires planning, creation and design editing skills and as part of the Marketing Team, is responsible for the visual identity and content creation of the Brand.

Essential

- Be highly creative and imaginative
- Have excellent interpersonal and communication skills
- Work well in a team and with a range of creative people
- Be able to manage workloads effectively
- Be highly self-motivated and well organised
- Be able to see other people's points of view and take on board feedback
- Have an eye for detail
- High levels of empathy
- Videography
- Photography
- Storyboarding
- Adobe Suite experience

Desirable

- Confident using WordPress
- Experience using Canva
- Proficiency with standard office software
- Interviewing skills
- Creativity, adaptability and the ability to work collaboratively with a team

Benefits

- 6% Employer pension contribution
- 25 days + public holidays paid
- Free on-site parking
- On-site employee canteen, café, shop, childcare and gym
- Cycle to work facilities

Diversity, Equality & Inclusion Statement

We actively encourage applications from the broad spectrum of diversity reflected in our beneficiaries, both visible and non-visible characteristics. We aim to ensure that any difference you have is valued regardless of where you are in our community.

Safeguarding Statement

We are committed to Safer Recruitment. We REQUIRE a minimum of two professional and independent reference checks, with one of the reference checks being the last or current employer.