

Assistant Video Producer

Department:	Communications, Marketing and Recruitment
Grade/ Salary:	Grade 3, £28,837 - £31,033
Contract Type:	Permanent
Hours:	35 hours per week (Full time)
Location:	New Cross, London

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Please contact hr-recruitment@gold.ac.uk to make your request.



Communications, Marketing and Recruitment Department

The Communications, Marketing and Recruitment (CMR) department plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The department covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

This role sits within the Marketing and Events section of the department and includes the following areas of delivery: marketing, advertising, design, video production, business partnering, open days, and graduation ceremonies.

Job description

Reporting to: Multimedia Content Producer

Summary:

This is an ideal opportunity for a filmmaker in the early stages of their career to get hands-on experience in making digital content for a vibrant organisation that produces everything in-house. The role provides on-the-job training, development and coaching to guide you towards filming videos for digital platforms.

It is part of the team which plays a vital role in communicating Goldsmiths' key messages and successes to a variety of audiences and particularly to prospective students.

Most of the role holder's time is spent in pre-production, production and post-production of short videos, many of which appear on our YouTube channel, TikTok, social media

and gold.ac.uk website. Translating these into social media stories is also important for reaching relevant audiences on platforms like Instagram. The role evolves as people change how they consume digital media.

Being able to approach people and ask them to take part in videos is important. This role involves interviewing many people and teasing out their stories on camera.

It is for someone who is already a filmmaker who has shot and edited their own short-form videos and social content. They will have experience with stills photography, filming using a DSLR and/or professional camera, and editing using professional software such as Adobe Creative Cloud. They will be a regular contributor to a range of different social platforms and understand how different audiences use them.

To succeed in the role, the person will be just as motivated about contributing to the everyday running of the office as they are about the creative projects they'll be involved with. Given the sensitive nature of some aspects of our work, the ability to act with discretion is essential.

Main duties:

- Meeting with people involved with the proposed film subject to scope out the creative idea
- Finding and casting contributors, booking them in for shoots and interviewing them on the day
- Finding locations, assessing their suitability for filming and booking them
- Filming (video, lighting and sound) either as first or second camera
- Editing videos and reformatting for different platforms
- Managing feedback and delivery, including uploading to different platforms
- Uploading a variety of content (text, media, imagery, video) to the Goldsmiths platforms as part of our campaigns
- Assisting with photoshoots
- Assist with monitoring and evaluation of performance, including analytics and using social media reporting tools
- Under supervision from team members, you will confidently handle enquiries from both internal and external sources by phone and email

- Support the wider work of the directorate through attendance at communications, PR, marketing and recruitment events and graduation

General duties

- To represent Goldsmiths at events run by the department. This will require working weekend and evening events on occasions.
- To assist the work of the wider CMR Directorate and Marketing and Events team
- You will be required to undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy

Person Specification

Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

I = Interview

T = Test

C = Certificate

R = Reference

P = Presentation

Category

Essential Criteria 1 - Qualifications	
A good standard of education (ideally to undergraduate degree level or equivalent) or equivalent experience	A, C
Essential Criteria 2 - Experience	
Planning video shoots	A, C, I
Setting up shoots on the day (location and lighting)	A, I, P
Filming and editing videos for external audiences	A, I
Interviewing people	
Taking still photos	
Creating engaging social media content, including Stories, Instagram Reels and TikToks	
Desirable Criteria 2 - Experience	
Working in an office environment	A, I
Producing motion graphics and animation	A, I, P
Essential Criteria 3 – Knowledge	
Understanding of trends and audiences for video and social media platforms	A, I
Understanding the tools and functionality of video and social platforms, including analytics	A, I
Desirable Criteria 3 - Knowledge	
How UG/PG prospective student audiences consumes media	A
How to make videos more accessible to different audiences	
Essential Criteria 4 - Skills	
Use of a DSLR and/or professional cameras, lighting locations and recording sound	A, I
Use of film editing and manipulation software (for example Adobe Premiere)	A, I, P
Use of photo editing software (for example Photoshop or Lightroom)	A, I, P
Excellent interpersonal skills	A, I, P
Excellent organisation and planning skills	A, I, P
Excellent communication skills including written and oral skills	A, I
A high level of attention to detail	A, I
Desirable Criteria 4 - Skills	
Use of motion graphics software (for example Adobe After Effects)	A

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on or before the first day of appointment.

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Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to University of London facilities such as [Senate House Library](#)
- Membership of Staff Diversity Networks: (Dis)Ability, Goldsmiths Race Equality Group, LGBTQ+, Menopause, Parents and Carers, Women at Goldsmiths. (Staff are also encouraged to join networks as Allies should they wish to do so rather than as members)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.