Job Description

Job Title:	Manager, Video Production
Department:	Creative Studio, Marketing and Strategic Initiatives (MSI)
Reports To:	Associate Director, Creative Studio
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	June 2021

Primary Purpose

The Manager, Video Production is responsible and accountable to produce high quality, cutting edge video and multimedia projects to support and elevate the University's image, profile and reputation with local, national and global audiences.

As a highly skilled videographer, story teller,editor, animator, writer and strategic thinker, the Manager, Video Production will be a brand ambassador to strengthen the reputation and strategic goals of the University.

The incumbent will provide leadership and guidance for video and multimedia creation to marketing and communication colleagues across campus and external vendors hired to assist with video content for the University.

This position is responsible for continuous improvement of the University's video and multimedia offerings that are available across multiple platforms. This includes working collaboratively within University Relations to ensure dynamic and effective multimedia content is produced and meets the University's communication strategy and brand guidelines.

Key Accountabilities

Video and multimedia production

- Create, produce, direct, develop and execute compelling story-telling through video and multimedia for central channels from internal and external sources to ensure excellence in quality and content of messaging in all materials. Art direct video styles from high-end productions to documentary-style videos.
- Serve as a video producer providing leadership, collaboration and guidance to marketing and communications colleagues across campus for video style, story development, script and production.
- Project manage productions through the entire video production lifecycle.
- Develop detailed preproduction plans including scripts, budgets, quotes, schedules, locations, talent selections and external vendor selection.
- Make final editorial decisions to ensure all technical elements create a video that meets project goals and provides the results outlined during the pre-project decision making process.
- Write, present, and refine highly developed scripts, storyboards, and shot lists to capture elements detailed in the production brief.
- Create and implement standards for measuring the success of video communications, prepare analytics reports and make recommendations for improvements.

- Hire and supervise the work of freelance videographers, animators, audio technicians, writers, designers and on screen talent (persons being filmed).
- Develop engaging storylines, storyboards, and professional productions that function on multiple platforms (web, digital displays, DVD, etc.).
- Collaborate with Creative Studio digital designers to produce dynamic motion graphic animations.
- Stay current with video editing software and video equipment to make recommendations on innovative approaches for video production using emerging technologies (i.e., virtual reality).
- Ensure video compliance under the Accessibility for Ontarians with Disabilities Act .
- Ensure all locations and personnel have the prerequisite releases completed and all videos produced comply with copyright laws and usage permissions for music and images.
- Ensure all health and safety regulations are adhered to.
- Conduct research and interviews, edit and fact-check a variety of communication materials in support of video production.
- Respond to client needs by analyzing the client's directives and recommend changes or enhancements to produce top quality productions.
- Create video content for the University's websites, social media channels and a suite of central institutional print and digital collateral used to advance the University's reputation.
- Ensure that Waterloo's visual identity, messaging and style guidelines are consistent in all video productions produced by University Relations.

Financial responsibility and equipment management

- Purchase equipment and software as needed to meet anticipated project demands.
- Ensure compliance with UW financial policies and procedures for all purchase of products or services.
- Research and recommend new technologies and equipment for future projects.
- Using the corporate purchasing card (Pcard) purchase required products ensuring all invoices, tracking of purchases and monthly statement reconciliation is completed following established University and/or University Relations guidelines, procedures and processing requirements.
- Monitor project budgets and timelines and address any issues or challenges as they arise.
- Maintain Creative Studio' studio and equipment.

Communications and video guidelines

- Develop and maintain a set of video brand guidelines and ensure that Waterloo's visual identity, messaging and style guidelines are consistent across all video productions produced by University Relations.
- Support a pan-University communications plan that reflects and supports the central goals of the University.
- Represent Waterloo's voice and position in video produciton and facilitate conversations that enhance Waterloo's reputation and are of value to key local, national and international audiences and stakeholders.
- Collaborate with faculty members, University leaders, marketing and communications teams across campus by producing videos to promote research and activities relevant to the University's strategic goals.
- Effective communicator and responsive to edits and suggestions.

Insights and understanding

- Evaluate data and metrics to optimize video creation and distribution across all channels. Use data and metrics to improve the effectiveness of online content.
- Conduct environmental scans to identify new approaches and assess new technologies to deliver video in new and innovative ways.

- Collaborate on the development of creative vision for videography to be used across all channels in support of the University's strategic goals.
- Ensure consistency, accuracy and excellence in quality and content of messaging for UWaterloo videos and meets current best practices for University communication and accessibility.

Influence and impact

- Develop and maintain strong relationships with university faculty, staff, researchers, senior administration and external suppliers.
- Provide leadership, coaching, consultation and advice to video and design colleagues across campus and identify opportunities for potential collaborative projects.
- Consult with members of the University Relations team on high profile video projects and identify opportunities for potential future projects.
- Participate in marketing and media committees as required.
- Lead seminars to share knowledge with other multimedia developers/designers on campus and participate in a shared community of practice.
- Research and recommend new multimedia sources and technologies, programs, and activities that coordinate with specific departmental goals and help to enhance existing programs with new media strategies.
- Manage vendor services to support video needs and ensure consistent top quality of vendor deliverables for the University.
- Work collaboratively within University Relations, other departments and faculties.
- Maintain online video portolio and contribute content to Creative Studio's social channels to showcase the work of the department.

Other

- Participate in University Relations' initiatives, as required by the senior leadership team, to contribute video production expertise to the University's overall marketing and brand initiatives.
- Perform other duties of a comparable level/type as assigned.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required*

Required Qualifications

Education

- A degree in video production or multimedia design at a recognized college or university, or equivalent work experience.
- Valid G license required
- Drone pilot certification (advanced operations) preferred

Experience

- 7+ years of experience in video production, interactive design, digital advertising and/or digital communications design.
- Extensive experience using social media and video sharing sites.
- Experience using web-based user interfaces to manage and maintain web content (e.g., portfolio, proofing software, web content management system, social media accounts).

Knowledge/Skills/Abilities

- Expertise in video production, strategic storytelling, communications, and marketing.

- Video production skills including: concept creation, script writing, storyboarding, shooting, direction, animation, editing, special effects, motion graphics, audio mixing, mastering final project, and quoting.
- Knowledgeable about usability and accessibility for video production and video distribution.
- Expert knowledge of colour correction.
- Understanding of various production styles (documentary, hype/teaser, cinematic, motion graphic, etc.).
- Comfortable filming in many different situations and evnironments, from run-and-gun documentaries to highly produced studio and location productions.
- Ability to animate and use motion graphics in fully animated videos or as additions to live action productions.
- Understanding of video compression for multiple delivery platforms.
- Expert audio recording knowledge including small format mixers, audio compression, effects processors, audio recording techniques for studio and field, multi-track and waveform editing.
- Thorough project management skills to understand projects strategically, conceptually and editorially with a proven ability to problem solve.
- Sophisticated client service and digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- Excellent written and verbal communication skills and interviewing skills.
- The ability to translate technical concepts into simple language or visual schematics in order to facilitate understanding among campus colleagues and leaders.
- The ability to blend creativity and strategy to inform, inspire, and entertain.
- Ability to build consensus and foster teamwork among a variety of stakeholders.
- Ability to apply sound judgment and handle confidential materials.
- Demonstrated knowledge in the theory and application of graphic design, typography, composition and colour theory is preferred.
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues or independently as required.
- Ability to adapt to unexpected and time sensitive demands.
- Ability to remain calm under pressure and be confident providing direction.
- The incumbent will be expected to be an influential voice for best practices related to digital content production with the innate ability to translate creative ideas into realistic projects.
- Knowledge of Waterloo web design standards and guidelines an asset.

Video equipment

- Professional video camera operation, lighting, and audio recording. As director of photography the incumbent must have expert knowledge of various types of cameras and lenses, lighting principles, direction, image composition and set design.
- Drone pilot license an asset.

Video Software

- Power-user of Adobe Premiere, After Effects, and Adobe Creative Suite

Office Software:

- Microsoft Office: Word, Excel, Access, PowerPoint, Outlook, Project Management SoftwareCreative Suite

Operating Systems:
- Mac OS and Windows

Nature and Scope

- **Contacts:** Interact with colleagues across the University at all levels as well as external vendors to develop trust, rapport and promote collaboration. Demonstrate leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University marketing and video communications agenda.
- **Level of Responsibility:** Possess a proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies within a highly complex institution and competitive marketplace and the role of multimedia and new technologies in support of these strategies.The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to design of online communications programs. Requires a deep understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful video communications in support of senior leaders and the University. Engage in video communications of highest quality, which reflect and directly impact the reputation of the University in local, national and international spheres. Must be self-directed with proven initiative and the ability to work independently in a busy, pressure sensitive, multi-tasking environment. Accountable for the safe handling of equipment that can be of a high monetary value and/or significance.
- **Decision Making Authority** Responsible and accountable for the video/multimedia pieces developed by Creative Studio and University Relations to ensure they have a significant positive impact on the reputation of the University and on the campus community. Responsible for meeting critical project milestones and deadlines. This position will independently make decisions on the selection and management of video vendors. This position may independently lead a project or team.
- **Physical and Sensory Demands** This position requires regular mental and visual concentration while working on the computer, editing and reviewing productions for details and accuracy. Visual strain may result from these activities. Listening concentration is often required to respond to requests for information. The incumbent must be able to lift and/or transport equipment that can weigh up to 18 kilograms. Minimal demands typical of a position operating within an office environment and at project locations.
- **Working Environment** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Responsiveness is critical to the role. Intermittent work outside the normal operating hours of UWaterloo can be expected. Exposure to seasonal weather may be required.