



## **Job Description – Video Producer**

**Reports to:** Kate Gibbs, Head of Media through Rod McKenzie, Managing Director- Policy and Public Affairs

**Based:** Home Based

**Hours:** Monday to Friday inclusive (35 hours per week- to be worked flexibly, will occasionally include some late night/weekend work)

### **About Us:**

The road transport industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies who, between them, operate approximately 250k trucks.

### **Job Purpose:**

- The RHA has a busy and very successful media team generating multi-platform content and we are looking for a first-class creative video producer to join the team.
- You will be involved in planning and shooting creative story sequences with multiple contributors at RHA bases or on location, along with a professional standard of GV's, cutaways and sound.
- You will need to come up with ideas of projects to visualize and see projects through from set-up, shooting, interviewing and post production to uploading to social media and websites, as well as other outlets.
- You will work from home with video editing equipment supplied by the RHA but the ability to travel, at short notice, to locations around the UK is essential.

### **Key responsibilities and duties:**

- To supply the RHA with high quality picture footage and sound operation in the field, from which you will edit high quality packages using Premiere Pro. This will also include editing media clips of senior staffs' TV appearances etc.
- To select and compose camera shoots for events and commercial products. This will involve working to a creative brief, which you will design alongside colleagues
- To select, copy, transfer and prepare material from a variety of sources for editing. You will assemble pictures and associated audio from all available sources and compile a sequence or complete story to deadlines.
- To work on location to produce and direct VT reports. You will also be required to work as a Fixer – co-ordinating and setting up interviews and supervising the logistics of field production.
- To work closely with the Chief Executive for specific high-level presentations that need video input
- To source appropriate soundtrack material as necessary.
- To undertake single camera assignments safely.
- You will analyse and interpret weekly social media use across RHA platforms on Twitter, Facebook, Instagram, YouTube and the website providing weekly updates – and then shape strategic direction with the Managing Director, Policy & Public Affairs.

### **Key skills:**

- Must be a people person with the ability to build rapport with colleagues and other stakeholders including external contributors.
- Strong communication skills essential- ability to interpret sympathetically the requirements of commissioners and the ability to suggest alternatives
- Positive 'can do' attitude
- Flexible approach to working circumstances and practices.
- Ability to develop and maintain professional and friendly working relationships with staff and contributors throughout assignments
- Excellent team player – participates fully in contributing to the team's decisions; flexible and proactive in taking on the roles required
- Personally resilient in the face of pressure, deadlines and setbacks
- Highly committed with plenty of energy and motivation

### **Key attributes:**

- Demonstrates video craft and operational aptitude and possesses technical skills and experience
- Must have high-level camera and editing skills.
- Demonstrates photo-journalistic interpretation of the commercial or editorial requirement of the story.
- Understanding of lighting and filming using only natural light would be an advantage.
- Substantial experience of shooting and editing videos in HD quality.
- Demonstrable ability to produce and direct VT reports.
- Experience of being a fixer, producer and contributor set-up, supervising the logistics of field production
- Strives to provide high quality of work, both artistically and technically, whilst understanding and working within the limits imposed by available finance, resources and deadlines
- Strong and proven ability to stills photography
- Must have a comprehensive knowledge of editing techniques
- A thorough understanding of video production techniques is necessary.
- Knowledge of motion graphics, such as After Effects is an advantage.

### **General Responsibilities:**

All employees of the RHA have the following responsibilities:-

#### **Health and Safety**

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

#### **Training and Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role

#### **Diversity and Equality**

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

#### **Quality Policy**

- To be responsible for the activities required to support the organisation's Quality Policy