


Film Producer	Edinburgh Napier UNIVERSITY 
Role Description	

Grade & Salary:	4
Campus Location:	Sighthill
Line Manager:	Creative Project Manager
Line Management Responsibility for:	N/A
Organisational Structure:	<input type="checkbox"/> Tick to confirm attached
Role Summary:	<p>The Marketing and Communications Department aims to be regarded as a strategic service that is integral to the delivery of Strategy 2020 by providing innovative and expert marketing and communications advice and services. Our key objectives are to:</p> <ul style="list-style-type: none"> a) To support the recruitment and conversion of prospective students in conjunction with UK and EU Student Recruitment & Admissions and International Operations by delivering evidence-based activities in content marketing, online and offline promotion and advertising, design and communications. b) To help drive the internal and external academic reputation of the University through promoting its strengths in research and teaching. c) Deliver a positive and engaging user journey on the corporate website (www.napier.ac.uk) for key defined audiences who are integral to meeting Strategy 2020. d) To embed a strong and effective brand value proposition in all marketing and communications activities e) Provide a professional Marketing and Communications service to the University community, prioritising the activities outlined above, including advice, delivery of work and maintaining a network of third-party suppliers. <p>The Film Producer is charged with turning ideas into creative and engaging films for all our digital platforms, including the website and social media, as well as for advertising campaigns and events which contribute towards the University's strategic objectives. The role holder will liaise directly with internal clients and work collaboratively with the creative team and other staff in the Marketing and Communications function, including working closely with the Digital Motion Designer, to create engaging films.</p>

Main Duties and Responsibilities



Shooting, editing and production of promotional films which drive online engagement and

	social shares to help achieve the strategic goals of Edinburgh Napier University
➤	Provide expert advice to colleagues on the best use of film for marketing and communications activities
➤	In collaboration with the Digital Motion Designer adapt motion graphics in after effects for use in films
➤	Administration and archiving of film projects and footage library, including the University's YouTube channel
➤	Storyboarding of film projects in collaboration with internal clients.
➤	Responsible for applying creative use of and monitoring the University's brand guidelines and providing advice as and when required. Maintain a high level of quality and consistency across materials.
➤	Manage workload assigned by the direct line manager and work in collaboration with other departmental colleagues in order to deliver multiple client requests – monitoring timescales, expected delivery date, costs and budget
➤	Perform a client-facing role when required, attending briefing meetings and participating in internal work presentations
➤	To pro-actively keep up to date with developments and the latest techniques in film and online engagement
➤	To undertake any other duties as may reasonably be required by their direct manager and the Director of Marketing and External Relations



Person Specification

Attributes	❖ Essential Selection Criteria	Desirable Selection Criteria
Education/Qualifications	Degree or equivalent in a relevant subject matter	Further life/work experience in multi- media, design or film. Production
	<p>Experience of working within a communications/marketing environment delivering on agreed objectives and operational priorities</p> <p>Demonstrable experience of producing films (storyboarding, planning, filming, lighting, editing and graphics) which have successfully delivered online engagement</p> <p>Demonstrable experience of providing creative consultancy to clients, interpreting their requirements into engaging solutions through brainstorming, storyboarding and evaluation</p>	<p>Ability to present data and information in an engaging graphic format</p> <p>Experience of producing films for youth target markets</p> <p>Experience of script writing and/or creative copywriting</p>
Skills/Personal Requirements	<p>Excellent knowledge of Adobe Premiere and After Effects</p> <p>Proven ability to produce creative and engaging films within short timeframes</p> <p>Excellent interpersonal, communication (oral and written) including excellent attention to detail</p> <p>Strong organisational and project management abilities, including planning and evaluation</p> <p>Commitment to high service standards and customer focus</p>	<p>Understanding of data protection, copy-right, license and accessibility issues</p> <p>Demonstrable knowledge of film and digital technologies and development</p>

	<p>Willingness to occasionally work flexible hours including evening and weekend work.</p> <p>Proven ability to provide creative digital solutions</p> <p>Ability to work as part of a team and on own initiative</p>	
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