

Media Producer

Job Specification

JOB DESCRIPTION

Employment status:	Full time, fixed term for 8 months
Hours:	Full time hours at UCEM are 35 per week, Monday to Friday 9.00 a.m. to 5.00 p.m.
Location:	Horizons, 60 Queen's Road, Reading, RG1 4BS (Please note we are working remotely due to COVID-19 guidelines at present) <i>Happy to talk flexible working and reasonable adjustments</i>
Department:	Digital Education and Professional Services
Manager:	Ben McCammick-Copley, Media Production Manager
Liases with:	Various internal departments and teams, particularly the media and marketing teams. External stakeholders, students, potential students and talent managers.

Summary of the role

UCEM's Media Production team (MPT) creates professional, high quality, digitally rich media resources and maintains the quality control of this media across UCEM. The MPT is seeking additional resource to fulfil an exciting brief for our internal marketing team; to produce innovative and engaging media content as part of UCEM's ongoing marketing, as well as deliver a ground-breaking campaign and evolve the brand. You will report to the Media Production Manager as part of the MPT, however, you will also be a supporting member of the marketing team as you work creatively and collaboratively to achieve this brief.

As a confident media producer, you will be able to create and work with audio, photography, graphics and videography, being particularly resourceful due to the restraints of COVID-19. Although there will be clear briefs and brand guidelines, there will also be freedom to try new ideas and put your own stamp on your work. You will be working across a wide range of audiences including large employers, talent managers, those who want to develop their profession, as well as under 18's who are unsure of their career path. Being able to manage and prioritise multiple projects, as well as work in a fast-paced, agile environment will be crucial.

Duties and responsibilities

- Create video, graphic, photo and audio content for regular social media posts.
- Produce digital assets for new marketing campaigns.
- Produce digital assets for new website and brand evolution.
- Follow production standards and styles set by the MPT to ensure consistency and maintain aesthetic quality of all UCEM media assets.
- Ensure that UCEM brand guidelines are adhered to as well as Media house styles and accessibility guidelines.
- Keep on top of administrative tasks associated with production process and assist with record keeping, asset archiving and storage.

Job Specification

Continuation Sheet

- Contribute to the MPT and assist in process review and enhancement planning where required.

Line management responsibilities

None.

Financial accountabilities

None.

PERSON SPECIFICATION

A = Application/CV I = Interview T = Test

Qualifications and training*			
Essential	How tested	Desirable	How tested
GCSE Maths and English Language Grade C or above, or new Grade 4 or above	A	Diploma or Degree or similar in Photography, Film making, Media Studies, Digital Media Production or a suitable equivalent	A
*Please be aware that as part of our onboarding processes, we will seek evidence of academic and/or professional qualifications detailed on your application			
Previous experience			
Essential	How tested	Desirable	How tested
Experienced in video, audio and photographic production cycles	A I	Working in a similar role	A I
Working with 3 rd parties with clearly defined deadlines and delivering to a client brief	A I	Scriptwriting / storyboarding, for both video and audio.	A I
Managing people and directing talent for both photographic and video shoots	A I	Working within Online Education, FE/HE setting or similar sector	A I
Skills, knowledge and aptitudes			
Essential	How tested	Desirable	How tested
Experienced in camera operation (DSLR etc.), audio, lighting and other studio equipment	A I	Content development/production for social media and mobile film making	A I
Skilled in the use of editing software such as Adobe Premiere Pro, After Effects, Photoshop, Lumofusion etc.	A I	Production of digital media for online learning	A I
Creative, innovative with a passion for creating good content	A I	Presentation skills and confidence in front of the camera (we also deliver training to our internal staff)	I T

Job Specification

Continuation Sheet

Superb written and verbal communication skills	A I	Working knowledge of account management and administration of platforms such as YouTube and Vimeo Pro	A I
Strong organisational and time management skills	A I		
Excellent digital literacy	A I		
Proactive and quality driven with good attention to detail	A I		
Great interpersonal and relationship building skills	I		
Other or special requirements			
Essential	How tested	Desirable	How tested
Flexibility, adaptability and willing. On occasion working hours may be dictated by the brief (i.e. outside of 9-5 and possibly some weekend work)	I	Car owner and driver with valid licence	I
Commitment to Student Success; at UCEM we all work hard to make sure that our students are successful	I		
VALUES – we expect all new employees to demonstrate our values at work			
<i>We will test these as part of the interview process</i>			
Passion – we care			
<ul style="list-style-type: none"> • We want each and every one of our students to succeed • We do the right thing by our students and customers; that means we do whatever we can to ensure that no student falls behind in their studies, and that no customer is unhappy with the service they receive 			
Integrity – fairness first			
<ul style="list-style-type: none"> • We model integrity in everything we do • We never compromise on honesty or trustworthiness • We adhere closely to laws and compliance standards • We do what we say we will do, and fulfil our promises to staff 			
Excellence – we aim high			
<ul style="list-style-type: none"> • High standards drive everything we do • We deliver excellence, strive for continuous improvement and respond dynamically to change • Each one of us is personally responsible and accountable for the quality of whatever we do • We listen to our students and understand their expectations • We strive to exceed expectations in quality and delivery 			
Support – we support and respect each other			
<ul style="list-style-type: none"> • At UCEM each member of staff does everything they can to help other staff and students to achieve their goals • We respect others and their opinions, we are open to ideas, we trust each other • We promote a supportive working environment across UCEM that extends to our students 			

Job Specification

Continuation Sheet

- We value and reward each individual's skills, working towards common goals with shared objectives and through collaborative practice

SAFEGUARDING AND PREVENT

Please note any appointment to this post is conditional upon and subject to an enhanced certificate (criminal record check) issued by the Disclosure and Barring Service (DBS), which will also include a check of the DBS Barred Lists.

If you are appointed to this post you will also be required, as part of your induction training, to undertake training relating to safeguarding and Prevent. This training will be both face-to-face and online. Any prior training in these areas is helpful, however it will not make you exempt from undertaking training with us.

BENEFITS

- Salary range £25,500 to £28,000 per annum. Full Time Equivalent.
- 24 days paid holiday (rising with service to 27) plus paid bank / public holidays and up to 5 paid closure days; all per holiday year Full Time Equivalent. Holiday buy/sell available.
- Salary exchange pension scheme (auto-enrolment to the People's Pension). You will automatically be opted-in to salary exchange (the term we use for salary sacrifice). You may opt-out.
- Employee Assistance Programme and wellbeing support.
- Horizons: There are limited paid parking spaces however you may ask to join the Waiting List. There is no guarantee you will be successful in obtaining a space before or after commencing employment, so you will need to consider alternative travel arrangements. *Please note these arrangements may vary due to the current pandemic.*
- Cycle to Work salary sacrifice scheme and access to Tax-Free Childcare (Government scheme).
- Voluntary Healthcare Scheme.
- Charity giving.
- Access to IT and retail discounts.
- Life assurance provision.

On the jobs page of our website you will find the full list of employee benefits at UCEM

APPLICATION PROCESS

Preferably by email to recruitment@ucem.ac.uk

Please send the following documents:

- 1) Your up-to-date CV with a link to your portfolio of work, website or a current showreel;
- 2) A covering letter outlining your suitability* for the role with your salary details; and
- 3) A completed **Recruitment Check Form**, available from the jobs section of our website at www.ucem.ac.uk

*We hope that you take time to consider the UCEM Values when you prepare your job application; you may also wish to consult our vision and strategy document: <https://www.ucem.ac.uk/wp-content/uploads/2019/08/UCEM-Vision-brochure-Digital.pdf>

Internal applicants are advised to inform their line manager of their application.

Informal discussion

If you are unsure whether to apply for this vacancy as you don't meet every essential element of the Person Specification above, we strongly encourage you to call the hiring manager (details below) to discuss your skills and experience. If you are excited by this role, do not rule yourself out; it still might be worth submitting an application.

Job Specification

Continuation Sheet

For an informal discussion about the role please contact Ben McCammick-Copley on 0118 921 4768 or email b.mccammick-copley@ucem.ac.uk.

For any other enquiries please contact HR on 0118 467 2243 / 2349 or email recruitment@ucem.ac.uk

NO AGENCIES – WE DO NOT USE AGENCIES NOR CAN WE ACCEPT CV SUBMISSIONS

Closing date

Thursday 10 December 2020 at 12.00 noon.

Interview date

Initial interviews are scheduled for Monday 14 and Thursday 17 December 2020. If there are any further dates for interview, these will be advised to you later in this process.

Please note, applications may be reviewed as and when they are received, so you may be invited to interview ahead of the closing date. Due to the current pandemic, you are advised that we may carry out interviews over Zoom, rather than inviting you to visit our Reading office.

Please be prepared that there may be a two-stage interview process, held on different dates. As part of any interview process with UCEM, you will meet with a member of the Senior Leadership Team; subject to availability this may be a Zoom or telephone interview.