

GREENPEACE Australia Pacific

JOB DESCRIPTION

Role:	Video Producer / Content Creator
Department:	Program
Salary:	\$69,516.35 per annum + superannuation
Date reviewed:	June 2019
Responsible to:	Creative Campaigner
Direct Reports:	Nil direct reports - <i>works closely with contractors, interns and volunteers.</i>

Overall purpose of the role

The Video Producer / Content Creator creates engaging video and photographic content to support Greenpeace and its campaigns in the Australia Pacific region, inspiring people to act for a green and peaceful future.

This role will provide confident editorial and technical expertise in developing and producing high quality creative content, particularly video, photo and graphic design for web. The Video Producer / Content Creator will work closely with the Creative Coordinator, Communications and Mobilisation Campaigners, and project teams to create and distribute content optimised for online media and supporter engagement in a face-paced environment.

The position also supports effective internal practices for multimedia production, distribution and archiving, including training other staff in these areas.

Organisation Environment - Greenpeace Mission

Greenpeace is an independent campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems and to force the solutions which are essential to a green and peaceful future.

We ignite the shared economic, political, cultural and social power of people to win a just and healthy planet.

Main responsibilities

1. Coordination and strategic input

- Collaborate with project teams to produce and/or project manage both proactive and reactive content for traditional and social media.

- Advise project teams on use of multimedia and story angles, particularly video, including best practice, standards and the role of multimedia in project, action and event planning.
- Manage budgets and process invoices

2. Commissioning

- Commission and project manage video and photographic productions with external suppliers to budget, consistent with Greenpeace's brand guidelines and respect of international copyright laws
- Engage with external suppliers, draft contracts and briefs, oversee their work and instigate feedback
- Liaise with project teams to supply project deliverables to a global audience (inclusive of text-free versions and translation of video assets for other language markets) as required.

3. Production capacity

- Plan, shoot, caption, edit and distribute video and photo content, including campaign videos for broadcast, web, social media, stock images and footage for campaigns, and reactive soundbites/clips for traditional and social media, ensuring the availability of high quality images to a wide range of Greenpeace Australia Pacific communications channels.
- Support content coordination and production for live-streaming projects.
- Coordinate photo and video production, with short turnaround times (e.g. for ship visits and large-scale rapid responses in the region), and participate in project teams, as required.

4. Licensing and copyright management

- Evaluate requests for Greenpeace's multimedia assets, negotiate rates and licensing agreements as appropriate; provide invoicing and payment information.

5. Relationship building and networking

- Develop and maintain effective working relationships with external allies, media contacts, artists, contractors and suppliers
- Develop and maintain effective working relationships with Greenpeace volunteers and activists.
- Develop and maintain effective relationships with Greenpeace staff internationally and ensure up to date knowledge of Greenpeace's international web presence and developments.

6. Monitoring, archiving and administration

- Manage Greenpeace audio and visual resources and equipment, including lending, maintaining and upgrading camera and editing equipment.
- Maintain multimedia archive for Greenpeace Australia Pacific, Greenpeace International and external use - including photos, videos, project files and finished products.
- Contribute to the evaluation process of projects – using digital analytics, and qualitative suggestions for improvement.
- Other duties as directed.

7. Responsive communication and rapid response

- Inform and support Greenpeace Australia Pacific response to external events or incidents that offer opportunities for the organisation and/or threats to the organisation, as directed.
- Maintain components of the Greenpeace Australia Pacific website as required.

8. Knowledge of production and technology

- Keep abreast of developments and trends in multimedia production particularly in regard to gear, editing software, transmission technologies and emerging social media trends in order to maintain Greenpeace’s cutting-edge reputation.

9. Protocols and standards

- Contribute to the development of policies and positions that support high quality communications output.

10. Visual writing and editing

- Prepare and/or edit videos, captions, slideshows, macros and other visual content for distribution across Greenpeace channels.

11. Development of inhouse skills

- Share skills and provide training in basic image and video production for staff and volunteers.

Skills and qualifications

Essential:

- At least two years’ experience in a similar role
- Professional experience in a multimedia environment

- A track record of achieving success in traditional and social media-driven campaigns or initiatives
- A strong background in video and photographic production of small to medium scale
- Adept video editing knowledge and skills with Premiere
- Knowledge of sound engineering and packages, such as Soundbooth and Audition
- Adept graphic design and skills with Photoshop, Illustrator and InDesign
- Experience in video, photo and sound recording capture
- Experience managing freelancers and successfully setting and evaluating their output
- Deep familiarity with Internet culture and trends along with active participation in numerous social media platforms
- Exceptional self-organisation and file management
- An understanding of the different cultures, languages and customs of target audiences in the Australia Pacific region
- Ability to multitask and engage online communities across multiple networks at the same time
- Experience in working effectively to tight deadlines with multiple projects
- Understanding of photo and video archiving systems, including cataloguing and key wording
- Knowledge of copyright and licensing
- Excellent negotiation, facilitation, communication and presentation skills
- Exceptional written and spoken English, particularly scriptwriting and proofreading, with a second language preferred
- Willingness to travel
- Flexibility around working hours.

Desirable

- Motion graphics skills in packages, such as After Effects
- Experience in managing a YouTube channel
- Demonstrated skills in generating online sign-ups and digital marketing
- Experience summarizing quantitative and/or qualitative data in narrative form (data visualisation experience a plus)
- Experience producing content using emerging technology such as livestreams, 360/VR and drones.

Specific Work Environment

- Based in Greenpeace Australia Pacific Offices in Sydney
- Occasional work in unusual hours across time-zones and on weekends, with the possibility for domestic and international travel.