

Position Description

Video Producer

POSITION TITLE:	Video Producer
POSITION TYPE:	Full time
CATEGORY:	Manager/ Technical Specialist (A)
DEPARTMENT:	Campaigns
LOCATION:	Remote/ North Melbourne
REPORTS TO:	Director of Campaigns
NUMBER OF DIRECT REPORTS:	N/A

Position purpose and context:

Animals Australia has earned a global reputation as leaders in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

VISION

A world where kindness, compassion and respect extend to all living beings

PATHWAY

We illuminate the pathway to a kinder world for all

OUR APPROACH

Achieving our vision requires a profound shift in humanity's thinking: how humanity perceives itself its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

- Ignite an evolution of human thought that will heal the human-animal relationship
- Evoke awe, reverence and respect for nature and our fellow species
- Inspire and empower humanity to live from our highest potential and noblest instincts
- Live our values and vision and embody the change we wish to see in the world



Our vision is a world where kindness, compassion and respect extend to *all* living beings.

Position purpose and context:

<p>DEPARTMENT:</p>	<p>This position is part of the Campaigns Department. The Department is responsible for developing and implementing innovative campaigns and digital communications that align with the organisation’s strategic framework while maximising supporter and member engagement and increasing Animals Australia’s standing as Australia’s leading animal advocacy organisation. The Department includes campaigners, video producers, social media specialists, and a graphic designer who provide design, communication and content creation services to execute digital advocacies, communications, and campaigns.</p>
<p>POSITION PURPOSE:</p>	<p>Animals Australia’s video producers craft innovative and compelling communication for web that reaches the hearts and minds of millions and inspires kindness and action on behalf of animals.</p> <p>This role is a video all-rounder position, requiring content production from conception to completion - including scriptwriting, shooting, editing and motion graphics.</p>
<p>KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> ▪ Animals Australia employees and contractors ▪ Third party collaborators (e.g. other advocacy groups, media and production companies etc.).
<p>PRIMARY RESPONSIBILITIES:</p>	<p>Under limited direction:</p> <ul style="list-style-type: none"> ▪ VIDEO PRODUCTION: <p>Create video content (from ideation through to editing) that maintains consistent voice and supports the organisation to achieve its Vision and strategic outcomes. Develop and produce original, high quality video content (e.g. campaign videos, investigation exposés, compilation of raw vision for media or industry, up-beat mashups, vox pops, news and recipe videos) tailored for a variety of audiences, purposes and mediums. Work with raw vision (sometimes confronting, sometimes low grade) to produce compelling, public-facing videos that are sensitive to the source material and how it may affect different audiences. Source appropriate footage, music, voice-overs, etc. as needed to complete video projects. Work with a camera-person or assume the role of camera-person to shoot footage, as needed for video projects. Produce animated text/graphics that can enhance the production value of video projects.</p>

Position purpose and context (continued):

PRIMARY RESPONSIBILITIES (CONTINUED):

RESEARCH:

Conduct deep and thorough research into complex ideas, often into areas with no existing organisational knowledge. Create work and conduct research that is integral to the development of major Animals Australia campaigns.

PROJECT MANAGEMENT

Manage large-scale projects and production schedules, often in direct support of major campaigns. Liaise with stakeholders to create and finalise video content that meets strategic objectives, keeps to deadlines, and drives and progresses the shape of the campaign overall.

QUALITY ASSURANCE

Participate in both giving feedback to and taking feedback from colleagues and stakeholders in order to maximise the efficacy of all video projects. Consistently produce a high standard of work, whilst meeting project deadlines. Maintain an extremely high level of technical quality video output, including producing broadcast-ready content for television. Monitor the performance of online video content to capture learnings and continually optimise.

Role requirements:

ATTRIBUTES:

ESSENTIAL:

VALUES:

Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative.

TECHNICAL SKILLS:

High proficiency with Adobe Premiere Pro or similar professional video editing software. Experience creating motion graphics (.e.g After Effects). Proven ability to develop video projects from conception through to finished-level production quality for web. Ability to work to a brief and ensure work is

Role requirements (continued):

ATTRIBUTES (CONTINUED):

factual, authentic and complies with relevant codes and legal requirements.

- **EXCELLENT COMMUNICATION SKILLS.**

Ability to communicate technical information to a variety of people, simplifying complex ideas into meaningful and engaging information/content. Ability to create work that will cut-through in a cluttered online environment. A deep understanding of what drives audience engagement and tailor content to suit diverse audiences across various social/digital channels. Ability to produce high-level written communication including scripts, project briefs, research findings.

- **STAKEHOLDER COLLABORATION**

Proven ability to effectively collaborate with key stakeholders to successfully deliver video projects from concept through to finished-level production quality web content. Proven ability to quickly understand, analyse and respond to stakeholder needs. Demonstrated ability to interact productively and positively, with a variety of stakeholders.

- **FLEXIBLE AND ADAPTABLE:**

Proven ability to work under pressure, both autonomously with minimal direction and within a small team environment.

Openminded – with a willingness to challenge your own thinking - to get the best outcomes for animals.

- **PROBLEM SOLVING:**

Demonstrated problem solving skills with the ability to think strategically and innovatively. Enthusiasm for ideation and a willingness to challenge conventions, take calculated risks and seek innovative ways to deliver compelling and effective communications.

- **RESILIENCE**

Ability to (sometimes) work with confronting and distressing footage of animal cruelty.

DESIRABLE:

Relevant experience in an advocacy or for-purpose organisation

Demonstrated understanding of issues-based communications

Role requirements (continued):

<p>ATTRIBUTES (CONTINUED):</p>	<p>Visual design / typography skills</p> <p>Familiarity with Adobe Creative Suite</p> <p>Colour grading skills</p> <p>Familiarity with video and DSLR cameras</p> <p>Experience in developing social media content</p>
<p>VALUES:</p>	<p>The way we work is as important as what we do. The Animals Australia Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.</p> <p>Animals Australia Values:</p> <ul style="list-style-type: none"> ▪ INTEGRITY: We are considerate and act honestly and ethically at all times ▪ COMPASSION: We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices ▪ COURAGE: We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice ▪ INNOVATION: We explore and create dynamic new approaches and strategies to bring about change ▪ INCLUSIVITY: We understand that a kinder future depends on diverse and inclusive collaboration ▪ COMMITMENT: We are relentless, dedicated, agile and resourceful
<p>OTHER RELEVANT INFORMATION:</p>	<p>Animals Australia supports a work/life balance and encourages flexible work arrangements.</p>



Agreement and acceptance:

EMPLOYEE NAME:	
EMPLOYEE SIGNATURE:	
DATE:	
MANAGER NAME:	
MANAGER SIGNATURE:	
DATE:	