



Job & Person Description

Job Title	Video Producer
Department	Media
Reports to	Head of Media and Content
Responsible for	NA
Purpose of role	
This role be responsible for developing and creating best in class video content in line with the football club's digital strategy for all official channels, primarily our online subscription channel Posh+	

Main Duties

- To lead with production including filming & editing of all club-shot video content
- To develop relationships with key playing and management staff to ensure smooth execution of all shoots
- To ensure that all video output is optimised by channel in length (long-/short-form) & format (landscape /portrait / square) and subtitled, where relevant
- To work with the football club's commercial and marketing teams to produce content where relevant
- Help drive the club's overall fan engagement strategy by creating compelling, entertaining and informative video content all year round
- Drive consistent growth across the club's video channels including Posh+, X, Facebook, Instagram, TikTok and other relevant earned platforms
- Work with marketing and creative partners to deliver a consistent brand presentation for the club across all video content.
- Be responsible for setting a high-quality threshold for video content and work with partners across the business to help ensure collaborative projects consistently reach that threshold
- Continuously benchmark and measure video content performance and work with the content manager to adapt strategies to ensure the club is always at the forefront of delivery
- Work collaboratively with video producers to help deliver projects and content to key deadlines

Other responsibilities

- Be available to travel to all matches and venues
- Work flexibly as and when required to meet the needs of the business
- Be aware of the PUFC policies, procedures & best practise so that concerns of non-compliance can be raised
- Work within the company policies and processes. Seek advice & guidance if required ensuring employees and processes work seamlessly together
- Attend meetings, training and professional updating as and when required
- To adhere to existing working practices, methods, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- In addition to these responsibilities carry out such duties as may reasonably be required. The above duties are a guide to the nature of the work required & are not intended to reflect all tasks associated within the role.

Person Specification

These are the attributes you need to be to be considered for this role. All criteria are essential unless stated as desirable only. To be considered for working at Peterborough United Football Club we also expect you to share and demonstrate Our Values.

Experience & Qualifications

- Educated to degree level in video production or similar
- A strong showreel and body of relevant work
- Advance editing skills in Adobe Premiere Pro (essential)
- Experience in filming match action from gantry position and/or pitch side
- Experience of video capture and editing with working knowledge of key video production software especially Adobe Premiere Pro and Adobe After Effects
- Good understanding of different formats of cameras (essential)
- Advance editing skills in Adobe Premiere Pro (essential)
- Strong understanding of audio and colour correction (Desirable)
- Experience in shooting with Sony FX3 camera or equivalent (Desirable)
- Knowledge of using audio equipment (Desirable)
- An understanding of social media, varying channels and how video is best used on each (Desirable)

Skills and personal attributes

- Full UK driving licence or ability to travel various locations due to the demands of the role (Essential)
- A flexible approach to work with some events falling outside normal working hours
- An excellent level of organisation, to ensure footage and projects are archived accordingly
- Interest and understanding of football (Desirable)
- Competent use of Adobe After Effects, Adobe Photoshop and Adobe Media Converter (Desirable)
- Good knowledge of football sporting sector (desirable)
- Strong communication skills, developing relationships across the club
- Ability to work to strict deadlines
- Competent and personable with good time management skills
- Ability to work calmly under pressure and as a member of a team and individually
- Pro-active, organised and methodical
- Creative and out-going
- Promote, adhere to, and implement, the club's Equality Policy and to work consistently to embed equality and diversity within club
- Strong communicator with excellent listening skills
- Self starter, organised, structured and self-motivated
- Strong work ethic with a can-do attitude with drive and self-motivation
- Accuracy and attention to detail