



Aberdeen Football Club Job Description 2018

Name:			
Job Title:	Videographer		
Line Manager:			
Line Manager for:	N/A		
Date Started:			
Overall Purpose of Job: (Narrative)			
Responsible for producing innovative, engaging and high-quality video content for use across AFC's digital media channels. Supporting the wider Marketing & Communications team to deliver content for the key revenue generating areas of the club and partner charity AFCCT.			
Main Responsibilities/Description of Duties: (Bullet Points)			
<ul style="list-style-type: none"> Support the delivery and development of the club's Communication Strategy across all channels including but not limited to RedTV, Facebook, Twitter, Instagram, Snapchat and YouTube. Research and discuss the production of multimedia content that fits in with the aims, objectives and audiences detailed within the Communications Strategy. Independently record interviews and features which bring to life the work of the club ensuring that it drives engagement with our key target audiences. Record and/or edit highlights packages, promotional content and features, creative montages and marketing material for a range of digital platforms. Create graphics and effects in accordance with overall brand guidelines. Maintain a standard of video production that ensures all content is filmed correctly with consistency of lighting, audio, styling and presentation. Export edits in appropriate formats for web/social use. Identify best practice throughout the industry and seek to apply this to AFC, championing alternative content and tools. Any other reasonable duties as requested from time to time. 			
Person Specification - Experience/Qualifications/Training/Personal Qualities			
Essential:		Desirable:	
<ul style="list-style-type: none"> Excellent knowledge and understanding of Scottish Football Practical experience of video format and encoding technologies. Proven experience of video editing interviews, montages and sports footage using FCP or Adobe Practical experience of creating content for digital channels Experience of managing multiple projects at the same time 		<ul style="list-style-type: none"> Experience of working in a sports media environment Good knowledge of photography and capability to capture high quality images Conducting interviews and voiceover experience 	

<ul style="list-style-type: none"> • Experience of using Facebook, Twitter, YouTube, Instagram, Snapchat in a work context • Experience of working with Adobe Creative Cloud and other design software • Demonstrate a willingness to develop the AFC Communication Strategy • A creative approach to content generation for all digital platforms • A keen interest in new developments within digital communications and supporter engagement • Excellent interpersonal skills and the ability to work effectively within a team • Ability to work flexible hours, including evenings and weekends, as required throughout the football season 	
Signed by Employee:	Signed by Line Manager:
Date:	Date: