

Job Description

Position/Job Title:	Videographer & Photographer (Brand & Marketing)
Ref:	POSN109361
Location/Building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/section:	Brand & Marketing
Normal hours per week:	37
Grade:	4
Accountable to:	Creative Studio Manager
Special conditions:	Additional hours occasionally required

Job Purpose

To create compelling and effective video & rich media content to promote across channels to support the achievement of the university's strategic marketing objectives.

The postholder is responsible for producing, filming and editing video content working in partnership with the Videographer and Editor and internal clients including academics, students and the wider Marketing and Communications team. The content created will be used to generate interest in BU and raise the reputation of the brand.

Main Responsibilities

1. To produce, film and edit high quality, impactful video & photography delivered and versioned across channels.
2. Maintain and develop audience specific video content for our digital channels, in line with the University's communications and content strategy, using the University's Content Management Systems (CMS) and YouTube channels.
3. Liaise with, and advise, stakeholders across the university to source and develop effective and impactful video & photography content for use across channels.
4. Assist teams in the department with the production of compelling and engagement multimedia content to enrich campaigns.
5. Work with external agencies and freelancers to create and edit video content created to help achieve our strategic marketing objectives.
6. Contribute to the maintenance and governance of the university asset repository of video & photography to ensure appropriateness, relevance, accuracy and timeliness.
7. Assist in the provision of engaging content channels such as on social media and YouTube working with the Content teams.

8. All Marketing and Communications staff are expected to engage in the wide range of activities undertaken within the department, including evening and weekend events. Restrictions are in place relating to the booking of holiday during times of peak activity (such as Graduation and Clearing).
9. Any other duties as required by the Creative Studio Manager.

Organisation Structure

M&C is responsible for the University's strategic marketing & development, student recruitment, brand & creative development, communications and advancement.

The Videographer & Photographer reports to the Creative Studio Manager, within Marketing & Communications (M&C). The Videographer & Photographer works under the creative leadership of the Videographer & Editor.

Contacts

Internal

Staff at all levels within Marketing & Communications, faculties and other professional services.

External

Marketing communications agency personnel; prospective students, clients and suppliers.

Challenges

- Communicating effectively with colleagues at all levels across the University
- Working to tight deadlines
- Organising and prioritising a large workload whilst maintaining attention to detail
- Producing consistently engaging video content aimed at different stakeholder audiences, meeting different objectives

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Equality & Diversity Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

August 2025

Person Specification

Position / Job Title:	Videographer & Photographer	Position No: POSN109361
Faculty / Service:	Marketing & Communications	Date: August 2025
SELECTION CRITERIA		Essential / Desirable
Knowledge (including experience & qualifications)		
Good standard of education e.g. A levels or equivalent		E
Experience of producing, filming and editing compelling video content		E
Experience of shooting compelling still imagery		D
Editorial experience of conveying subject matter concisely and compellingly		E
Experience of tailoring video content to generate results across different digital channels		E
Understanding of usability and accessibility principles for digital content		E
Understanding of the principles of user experience design		D
Familiarity with the HE environment		D
Appreciation of design and experience of image editing software		E
Educated to degree level or equivalent		D
Skills		
Proven, effective written communication skills, in particular for digital environment		E
Strong organisational and coordination skills with the ability to successfully prioritise		E
Excellent communication and interpersonal skills with the ability to build effective relationships		E
Understanding of digital video formats and delivery issues		E
Good photography skills		E
Good technical ability in industry standard video and audio production (including, film, sound recording, editing and uploading to digital channels)		E
Strong team working skills		E
Ability to work unsupervised		E
Good working knowledge of social media content preparation, distribution and evaluation		E
Attributes		
Motivated self-starter with the ability to meet deadlines		E
Effective team worker able to work collaboratively with colleagues		E
Creative and enthusiastic		E
Attention to detail		E
Willing to undertake staff development		E
Committed to delivering high quality output		E
Commitment to delivering Service Excellence		E