

Misk Schools Job Description – School Videographer

Job Title	Department	Salary Grade
School Videographer	Communications and Marketing	TBA

1	Reports to
	Director of Communications and Marketing

2	Core Purpose
	<p>To produce engaging informative, promotional, and event-based videos, targeting both internal and external audiences. Manage the full production process, controlling video and audio quality, building a well-indexed, on-brand library of rich, diverse, premium videos that reflect engaged learning and show positive interaction between members of the school community. The Misk Schools videographer will need to forge strong relationships with internal ‘clients’, communicating effectively and working in a non-disruptive and considerate manner.</p>

3	Responsibilities
	<ol style="list-style-type: none"> 1. Work with the Director of Communications and Marketing to identify video opportunities, putting forward creative and compelling proposals, storyboards and scripting as required 2. Plan, direct, and shoot original short- and long-form videos for the school’s social media channels, website and in support of parent communications and other marketing goals 3. Capture key school occasions eg National Day, Founding Day, performances, sports events, graduations etc. This may require the use of multiple cameras and live streaming 4. Capture informal stock footage of daily life on campus for regular social media storytelling as well as future use, ensuring these showcase the school’s vision, mission, and values 5. Where appropriate, employ documentary-style approaches using a variety of techniques including interviews, talking heads, voiceovers, vox pops etc 6. Be thoroughly familiar with the school campus, planning appropriate shoot locations, setting up lighting, props etc, and overcoming any barriers to success 7. Expertly edit and process videos until they meet the appropriate standard using video editing software to manage shot-length/ pacing, transitions, color correction etc, as well as add motion graphics, images, Arabic/English subtitling, captions, etc 8. Ensure sound recording, music selection and all audio elements are high quality and engaging, adding value to the final video product 9. Ensure any titling is creative, well written, easy to read and appears in both English and Arabic 10. Compress video projects for output, making products available in a variety of formats 11. Get to know which individuals are non-consented and be responsible for ensuring these individuals do not feature in videos or are edited out 12. Work with professional film companies if/as required, working with the Director of Communications and Marketing to shape the brief, select the partner(s), oversee and facilitate the process, ensuring the delivery of a quality product on time and within budget

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13. Manage video archiving and indexing to ensure quick and easy database access
14. Take responsibility for the correct ordering/purchasing, usage and maintenance of technical audiovisual equipment, keeping up to date with the latest developments in video software and hardware across platforms and devices
15. Develop and maintain the school's YouTube channel
16. Work closely with the School Photographer as well as the other team members in the Department of Communications and Marketing to come up and execute creative ideas that enhance the school's marketing strategy
17. Undertake additional duties as and when required by Director of Communications and Marketing

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Qualifications

- Bachelor's degree in Filmmaking, Video Production, or a related field

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Experience

- A minimum of four years' working as a professional filmmaker/ videographer. Education experience a plus
- Expert knowledge of the pre-production, production, and post-production processes, specifically:
 - Proven expertise in the use of digital video cameras, microphones/ recording equipment and lighting, as well as in location planning and shooting
 - Advanced skills in creative audio and video editing using software such as Adobe Photoshop, Adobe Premiere Pro, Avid, Final Cut Pro etc

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Commitment and Abilities

- Ability to communicate clearly in written and spoken English and Arabic
- Evidence of good organizational skills, including record keeping/ archiving
- Team player with the ability to develop and maintain critical relationships internally and externally, including with people from other cultures
- Proactive approach and enthusiasm for working in an environment of positive change and development
- Ability to be flexible, organize own workload, attention to detail, work calmly under pressure, and meet agreed deadlines
- Commitment to professional development by taking part in training, mentoring, and coaching
- Proficiency in the use of IT for administration purposes