

## POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Videographer &amp; Photographer</b>
<b>FUNCTION</b>	Marketing Services
<b>LOCATION</b>	Carlton
<b>No OF DIRECT REPORTS</b>	0

### SCHOOL PURPOSE & VISION

The purpose of Melbourne Business School Ltd (the School) is to unleash ideas and leaders for a sustainable future. The School's joint strategic vision with the Faculty of Business & Economics (FBE) is to be among the top-ranked providers of business education within the Asia-Pacific Region, to be the first choice of students and clients seeking award and non-award educational experiences, and to be esteemed globally as a leading supplier of academic and business research, by 2025.

### POSITION PURPOSE

To output high quality videos and images in support of the marketing and communications objectives of the School.

The role is responsible for;

- Receiving and understanding client briefs and conceptualising and communicating solutions as a subject matter expert.
- The planning and execution of studio and field-based filming and photography including talent direction, scheduling administration and equipment / location logistics to capture content as briefed.
- The crafting of final outputs including editing, animation, sound mixing and photoshopping as a proactive creative lead focused on the objectives of the brief.
- The communication of roadblocks and delays to relevant stakeholders and the adaptation of workflows to meet deadlines.
- Ensuring best practice in meeting partner / publisher technical specifications and file management protocols.
- Occasional graphic design and stock image searching.
- Sharing skills and experience with other creatives, mentoring and teaching where appropriate.

### KEY RESULT AREAS

#### KRA 1 – Creative Executions

- Create outputs that best help achieve the spirit and intent of stakeholder briefs received.
- Create outputs that are on brand, adhere to brand guidelines and work to portray and support our key brand attributes to target audiences.
- Contribute expert knowledge to the collaborative briefing process and creation of outputs.
- Use industry best practice tools, techniques, and protocols to create outputs and prepare files that meet the specifications of partners and publishers.
- Consistently try new ideas and innovations.

#### KRA 2 – Time Management and Attention to Detail

- Work efficiently at a cadence appropriate for a busy corporate environment.
- Use initiative and judgement to self-prioritise workflows within the framework of priorities communicated to you by the Marketing Services Manager at regular Work in Progress meetings.
- Ensure good creative practice is applied such as consistency of the consistency of colour grading, look and feel, output resolutions and adhering to brand guidelines.

- Be a proactive additional set of eyes to spot typos, omissions and errors.

### **KRA 3 – Teamwork and Stakeholder Management**

- Represent the interests of the marketing services team, collaborate with the marketing and communications department, the broader organisation and School community to achieve results.
- Communicate proposed ideas and concepts effectively with stakeholders during collaborative briefings.
- Engage in detailed communication with stakeholders directly, where appropriate, after projects have been scoped, agreed, and set in train in collaboration with the Marketing Services Manager.
- Within reason, ensure all detail of requests in briefs and stakeholder communications is reflected in final outputs.
- Generate new ideas and suggestions.

### **KRA 4 – Brand Advocacy**

- Correctly apply branding as per guidelines and highlight and correct errors.
- Collaborate with the other internal and partner creatives, coordinators and managers to update and build upon brand guide resources.
- Participate in regular brand reviews and competitor creative reviews to help evolve the MBS brand over time.

## **SELECTION CRITERIA**

### **Qualifications**

- Degree in multimedia or equivalent.

### **Skills and Experience**

- 3+ years experience working in a similar role.
- Experience planning, organising and shooting (video and photo) in candid and staged settings and directing talent.
- A broad practical knowledge of camera equipment and lenses.
- Experience in utilising a range of lighting equipment and optimising lighting condition in shoots.
- Experience in utilising audio-recording equipment (such as lapel mics, boom mics and zoom mics etc to achieve quality audio output).
- Advanced editing skills with Adobe Premiere Pro.
- Intermediate to advanced animation and motion graphic skills with Adobe After Effects.
- Advanced photo processing skills with either Photoshop or Lightroom.
- Experience in utilising a range of other Adobe Creative Suite software such as Illustrator, InDesign and Audition.
- Experience in overseeing, maintaining and managing equipment inventory.
- Ability to communicate clearly and collaborate / compromise with stakeholders.
- Ability to create a workflow: partake in client collaborative briefings, conceptualise and communicate proposed solutions, estimate and adhere to milestone lead times, communicate potential roadblocks, proof work for design errors and seek feedback for review and improvement.
- Creative, willing to try new things and push boundaries and motivated to improve skillset and elevate craft
- Resourceful, problem-solver who can work independently when required.

### **Competencies**

- Integrity
- Professionalism
- Flexibility & resilience
- Process management and improvement
- Customer service focus

- Judgment & discretion
- Organisational awareness

## **MBS GUIDING PRINCIPLES**

MBS is a values-based organisation which means that we understand that the way we go about things, our behaviours, attitudes and actions make a big difference to what we achieve. The way we do this is in consideration and demonstration of the following guiding principles:

**Promote Diversity**

*'We embrace our diversity to promote opportunities for growth, learning and innovation'*

**Be Respectful**

*'We are open to other opinions and emotions, treat each other with respect and care for everyone in our community'*

**Work Collaboratively**

*'We foster trust, build strong relationships and work together to achieve the best outcomes'*

**Encourage Experimentation**

*'We act with courage, recognising it's okay to speak out and take risks to innovate and grow'*

**Act with Integrity**

*'Be honest, transparent, trustworthy and fair'*

**Be Accountable**

*'Take responsibility for your decisions and interactions'*

**Strive for Excellence**

*'We strive for excellence in all our actions and interactions'*