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| **ROLE Title:** | Senior Videographer and Motion Designer | | **Reports to:**  **DAte:** | | Senior Creative Manager  March 2025 | |
| **Grade:** | **Band D** | | **Business Unit:** | | RAC Group Customer and Marketing | |
| **JOb Family:** | Marketing, Creative Studio | |  | |  | |
| **Role** | | **Need to Do** | | **Need To Know** | | **Need to Be** |
| **Role Purpose:**   * To set the video experience for the RAC and own video content * Produce best-in-class experiences and deliver them from end-to-end. * Shoot and edit your own content for a verity of content types and formats. * Partnering with cross-functional teams within the marketing division, PR, internal comms and social media * You’ll require proven leadership skills and the ability to execute a creative vision. * Combine video, text, audio, animation, and stills to create impactful quality content. * Ability to work independently on fast paced projects. * Managing multiple projects and deadlines. * Provide a point of expertise and mentorship around video and motion design within the Creative Studio.   **Role Dimension:**  To produce a range of video content for our members, as well as colleagues. From high value polished videos through to quick and simple social content but not limited to.  **Financial**   * You’ll work within a broader team accountable for the delivery of agreed KPIs, and deliverables.   **Non-Financial**   * You’ll contribute towards the evolution of RAC’s digital strategy and transformation. * Within the Group Delivery Framework, you’ll ensure all customer-facing output is approved in line with our customer communications process to ensure brand and regulatory compliance. * You may be required to travel to other RAC sites and agencies: Bristol, Manchester & Birmingham.   **Reports to:**   * Senior Creative Manager   **Relationships**   * Strong interpersonal skills and stakeholder management & effective working relationships | | **Outcomes**   * Great initiative, problem-solving skills * Film and edit videos / own video content * Checking quality on each video filmed, ensuring the product is shown in the most appealing and optimum way with the product in clear view. * Editing videos using Premiere Pro and After Effects, as well as Audition when required * Own the creation of compelling high-energy videos for social media and our own website * Combine text, audio, animation, stills, and video to create impactful quality content * Development of templates, mock-ups, and content within existing brand guidelines * Develop and drive the RAC video guidelines * Collaborate with a multi-disciplined creative team * A highly collaborative attitude * Attention to detail and ability to work well in a fast-moving environment * Drive the importance of video content in today’s media rich world. And share these insight and tools with the wider marketing team. | | **Skills/Knowledge/Experience**   * 5+ years’ experience in producing and editing video content * Ability to collaborate with cross-functional team members. * Experience of working with cinema grade camera, lighting and audio equipment. Specific knowledge of Sony’s FX line and Aputure lighting would be useful. * Strong experience of working within the Adobe Creative Cloud suite, specifically Premiere Pro, After Effects and Audition. Davinci Resolve for colour grading would be useful but not a necessity. * Strong understanding of pre and postproduction workflows, developing ideas from storyboard, to shooting and editing to rounds of amends, using tools like Miro and Frame.io. * A well-rounded portfolio of client work, demonstrating a strong understanding of business objectives. * Ability to proactively champion ideas and effectively communicate and persuade around creative concepts. * Passion for video; not satisfied with the status quo and always thinking of ways to improve viewing numbers and click-throughs. * Creative problem-solving skills. * Dynamic, creative personality, effective at engaging and influencing various audiences. * Recommend new tools and technologies by staying abreast of the latest trends and techniques. * Be driven to drive the agenda. * Ability to engage with our Exec, CEO, patrols and colleagues to get the most engaging video content possible. * Hold a UK driving licence.   **Nice to have**   * Experience in financial services is beneficial. * As comfortable working in a studio environment as working in a run-n-gun scenario. | | **Capabilities/Strengths:**  **Core competencies:**   * Commercial Awareness- L3 * Continuous Improvement – L4 * Customer Focus – L3 * Developing Self & Others – L3 * Interpersonal & Influencing Skills – L4 * Judgement & Decision Making – L4 * Leadership – L3 * Leading Change L3 * Strategic Thinking – L4 * Achievement Drive – L4   **Need to exhibit behaviours consistent with RAC core values:**   * Handle it Together * Exceptional Service * Raising the Bar * Own It |