|  |  |  |  |
| --- | --- | --- | --- |
| **ROLE Title:** | Senior Videographer and Motion Designer  | **Reports to:****DAte:** | Senior Creative ManagerMarch 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
 |