



## **ROLE DESCRIPTION**

<b>Job Title</b>	Videographer
<b>Salary Band</b>	SCP 27-32
<b>Reporting to</b>	Head of Corporate Affairs
<b>Directorate</b>	Strategic Communications & Corporate Affairs
<b>Service Area and sub area</b>	Corporate Affairs
<b>Political Restriction</b>	Yes

<b>1. Primary Purpose of the Post</b>
<ul style="list-style-type: none"><li>• The postholder will play a key role in promoting the work of the Liverpool City Region Combined Authority and Metro Mayor across regional, national and trade media.</li><li>• Produce high quality video of the Mayor, cabinet members, senior leaders, stakeholders, partners, as well as public and CA events and activities, which will include live streaming and podcasts.</li><li>• You will bring energy, ideas, creativity and enthusiasm to our news and content generation and distribution, primarily video-journalism and journalistic photography across our digital channels, creating social media engagement for every story and working with the media to secure the maximum possible coverage.</li></ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"><li>• To create compelling media content, primarily video-journalism, live streaming, podcasts and journalistic photography, deploying modern, innovative communications for our stories across social media and web.</li><li>• To work at pace, producing high quality video of Combined Authority activity across the Liverpool City Region.</li><li>• Demonstrate journalistic skill, identifying and supporting the story and reflecting key messages in all content.</li><li>• To assist in forward planning through monitoring and updating the Liverpool City Region communications plans.</li><li>• To support monitoring operations, ensuring that breaking news is identified, tracked and appropriately acted upon.</li></ul>



- To ensure effective, consistent internal and external communications of key messages.
- To research and maintain media contact lists, including using the media distribution and monitoring systems.
- To devise creative communications approaches for external and internal audiences and channels.
- To liaise with suppliers of communications services to deliver communications activities and identify opportunities to improve and develop new content and approaches.
- To prepare regular media / social media evaluation reports to agreed format and bespoke evaluation reports.
- To support the delivery of the Combined Authority's Communications Strategy and priorities including development of plans, policies and procedures.
- To be on the out-of-hours on call rota / available to cover out of hours events, as well as a requirement to travel across the Liverpool City Region.

### **3. General Corporate Responsibilities**

- Support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- Participate in all aspects of training and development as directed to improve personal skills so as to improve effectiveness and efficiency of service delivery.
- It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

## PERSON SPECIFICATION

**Job Title:** Videographer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant qualification (minimum A Level Standard) in subject/s that require developed abilities in writing and analysis	E	A
A degree, or equivalent, or professional qualification in a communications-related discipline	E	A
A drone operator license	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a busy, results focused journalism and/or PR/press office environment in a video-journalism role	E	A/I
A track record of generating media coverage and delivering engaging digital content	E	A/I
Experience of working in a political environment	D	A/I
Experience of working across a range of communications related disciplines, primarily journalism and/or media relations and related content generation	E	A/I

Skills and abilities	E = Essential D = Desirable	Identified By
A highly energetic, creative thinker who understands what different media need to cover our stories and is hungry to deliver coverage and content	E	A/I
The ability to create compelling content, including video-journalism, journalistic photography for social media, web and news media	E	A/I/AC
The ability to identify news angles from a wide range of corporate sources and to prepare targeted material for different audiences	E	A/I
Strong interviewing skills, asking the right questions to put subjects at ease and deliver effective content	E	A/I
Excellent skills in filming and editing, applying graphics and subtitling	E	A/I
Ability to deal with confidential/sensitive material	E	A/I
Comfortable working alone and unsupervised for periods, turning high quality content around promptly, including live streaming	E	A/I



<b>Commitment</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Commitment to be on the out-of-hours on call rota and work at non-standard hours as required	<b>E</b>	<b>A/I</b>
To travel across the Liverpool City Region	<b>E</b>	<b>A/I</b>

**Key to Assessment Methods:**

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment