



University Students' Council of the University of Western Ontario
Position Description
VIDEO PRODUCTIONS COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: VIDEO PRODUCTIONS COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Video Productions Coordinator will assist in the creation and filming of promotional and educational videos as decided by the Vice President Communications and the Associate Vice President Marketing to further the goals of the USC.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Vice President Communications portfolio as a whole to develop strategies to incorporate video aspects into broader branding and promoting initiatives within the USC;
- (2) Help storyboard, script, film and edit video concepts from the Vice President Communications portfolio and, when requested, other portfolios within the USC;
- (3) Collaborate with multiple stakeholders within the USC and help translate overall marketing goals and outcomes into a video concept;
- (4) If without own equipment, collaborate with Associate Vice President Marketing (and Western TV Coordinator if necessary) to use USC equipment responsibly for the production of videos;
- (5) Ensure consistency in messaging and demonstration of values across all USC video campaigns;
- (6) Offer technical and creative expertise when consulted on video projects being undertaken in other areas of the USC.
- (7) Complete an interim report at the end of the fall academic term (December) and a final report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure;

4.00 QUALIFICATIONS:

- (1) Interpersonal Communication: The Video Productions Coordinator position



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requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums. The Video Productions Coordinator should have effective public relations skills.

- (2) Video Producing/Editing: The Video Productions Coordinator must have access to and comfort using video editing software (i.e. iMovie, Final Cut), image editing and design skills, understanding of lighting and sound needs.
- (3) Time Management: The Video Productions Coordinator must be able to effectively allocate time and resources to complete complex projects by the allocated deadlines.
- (4) Creative: The Video Productions Coordinator must be able to visualize outcomes while using clever and original copy to engage audiences. Able to come up with imaginative alternatives when presented with obstacles. Can exercise creativity while still submitting to an overall set of directions.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments.

- (1) April to August: 2 – 3 hours per week
- (2) September to March: 7 – 10 hours per week
- (3) The Video Productions Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Video Productions Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Video Productions Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Video Productions Coordinator will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and experiential learning facilitating by the Volunteer Services Department.

7.00 LEARNING OUTCOMES:



VIDEO PRODUCTIONS COORDINATOR

- (1) Through working with USC operations and coordinators the Video Productions Coordinator will gain experience in effectively using their skills in a dynamic multifaceted organization with multiple stakeholders, taking direction to inform the final product.
- (2) As an active member of the Vice President Communications portfolio the Video Productions Coordinator will learn how to strengthen the “brand” and outreach of an organization using videos as an engaging communications platform.

8.00 COMMUNITY IMPACT:

- (1) The role of the Video Productions Coordinator will help to create better awareness of campus and USC services and operations with the student body and the local community.

9.00 EVALUATION:

- (1) The Video Productions Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer’s term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 SUPERVISION:

- (1) Primary supervision: Associate Vice President Marketing
 - i. Executive oversight: Vice-President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services