



## **VIDEOGRAPHER & DIGITAL MARKETING OFFICER**

(Payclass 08; 3-year contract post)

### **Marketing Department The Baxter Theatre Centre**

The Baxter Theatre Centre invites applications for the above post of Videographer & Digital Marketing Officer. This is a one-year contract post with appointment as soon as possible.

The main purpose of this position is to provide a highly skilled, reliable Videographer and Digital Marketing Officer, reporting to, and assisting the Sales & Digital Marketing Manager at The Baxter Theatre.

The role focuses on creating a diverse range of video content and managing our social media channels and Website. Additionally, you will participate in various sales & marketing activities, with an emphasis on generating sales through relationship-building with key stakeholders, and compiling information for various online and print publications.

#### **Requirements include:**

- A National Diploma (NQF 6) in one of the following: Film and Television Production, Social Media Advertising, Digital Marketing, Contemporary Arts and Design, Graphic Design, Visual Arts, or Media Studies.
- Minimum of 2 years' experience in the Digital Marketing or Videography Industry.
- Strong communication skills both written and oral, coupled with sound interpersonal skills.
- High level of proficiency in video editing with at least two years of demonstrable experience, preference will be given to Adobe Premiere Pro.
- An ability to work under strict and changing deadlines in a fast-paced environment.

#### **The following would be advantageous:**

- General knowledge of the theatre, entertainment, or events industry.
- Experience in any of the other Adobe Suite programs (Photoshop, InDesign, Illustrator).
- Experience working with AI-related programs or tools.
- Experience with Wordpress

#### **Key areas and responsibilities:**

- Managing social media with programs such as Hootsuite, managing online ads through Meta Business Manager or Google Ads,
- Compiling sales & marketing information for various print and online marketing publications.
- Updating The Baxter website with relevant information, as and when it becomes available, ensuring all information is always up to day
- Bulk emailing through Everylytic, Mailchimp or SendinBlue, using design software like Canva,
- Executing all stages of video content creation for The Baxter Theatre productions and projects, including pre-production planning, shooting, and post-production editing. This role calls for the consistent and timely delivery of high-quality, engaging video content that may include trailers, archive videos, short viral videos, social media reels, short documentaries, and other marketing videos as required.
- Overseeing The Baxter Theatre's social media presence across channels including, but not limited to, Facebook, Instagram, Twitter, TikTok, LinkedIn, and YouTube.
- Engaging in sales & marketing activities, including creating email newsletters, updating the website with relevant content, and performing other ad hoc duties as necessary.
- Building and fostering relationships with key stakeholders including university groups, young adults, high school students, and organizations, with the aim of generating sales.
- Regularly create and present social media reports to understand our online reach and engagement and use the findings to strategize future improvements.
- Keep abreast with the latest online marketing, social media, and video trends.

The annual remuneration package is negotiable between **R393,399-R462,822per annum**.

To apply, please e-mail the completed application form clearly indicating "**Videographer & Digital Marketing Officer**" followed by the reference number in the subject line, and all other relevant documentation as indicated on the form, to Leon van Zyl at the Baxter Theatre Centre, UCT.

Interested candidates should email the following documents, compiled into a single PDF, to: [leon.vanzyl@uct.ac.za](mailto:leon.vanzyl@uct.ac.za)

- Completed application form ( download at: <http://forms.uct.ac.za/hr201.doc>)
- A motivation letter stating your interest in this position.
- A CV (maximum 3 pages) clearly stating relevant experience and education. Include at least 3 contactable referees with their email addresses.
- A comprehensive document with hyperlinks to video content you have created. Please clearly state your role/involvement in each project, specifying areas such as storyboarding, concept creation, filming, and editing.

**Shortlisted candidates will be required to undergo a competency test, which will include creating video content, online visual content, and a written English proficiency test.**

An application which does not comply with the above requirements will be regarded as incomplete. Only shortlisted candidates will be contacted.

**Reference number:** E231085

**Closing date:** 15 December 2023

*"UCT is a designated employer and is committed to the pursuit of excellence, diversity, and redress in achieving its equity targets in accordance with the Employment Equity Plan of the University and its Employment Equity goals and targets. Preference will be given to candidates from the under-represented designated groups. Our Employment Equity Policy is available at [www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf](http://www.uct.ac.za/downloads/uct.ac.za/about/policies/eepolicy.pdf)."*

UCT reserves the right not to appoint.