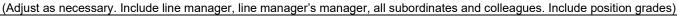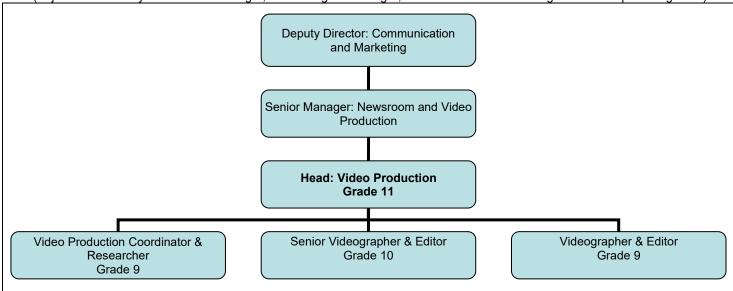| HR191	**HEAD: VIDEO PRODUCTION**	UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA · UNIVERSITEIT VAN KAAPSTAD

NOTES
- Forms must be downloaded from the UCT website: http://forms.uct.ac.za/forms.htm
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Head: Video Production	
Job title (HR Practitioner to provide)		
Position grade (if known)	11	Date last graded (if known)
Academic faculty / PASS department	PASS	
Academic department / PASS unit	Communication and Marketing Department (CMD)	
Division / section	Newsroom and Video Production	
Date of compilation	4 January 2021	

ORGANOGRAM
(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)

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                    ┌─────────────────────────────┐
                    │ Deputy Director: Communication│
                    │        and Marketing         │
                    └─────────────────────────────┘
                                  │
                    ┌─────────────────────────────┐
                    │ Senior Manager: Newsroom and │
                    │          Video Production    │
                    └─────────────────────────────┘
                                  │
                    ┌─────────────────────────────┐
                    │   Head: Video Production     │
                    │         Grade 11             │
                    └─────────────────────────────┘
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┌────────────────────┐ ┌────────────────────┐ ┌────────────────────┐
│ Video Production   │ │ Senior Videographer│ │ Videographer &     │
│ Coordinator &      │ │ & Editor           │ │ Editor             │
│ Researcher         │ │ Grade 10           │ │ Grade 9            │
│ Grade 9            │ │                    │ │                    │
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PURPOSE

The main purpose of this position is to bring professional expertise to the management of all multimedia aspects in the Video Production Unit, from pre- to post-production; and to coordinate video projects from start to finish using visual and audio elements to communicate a clear message that conveys the University of Cape Town's strategic goals, vision and mission to both internal and external stakeholders.

The Head of Video Production will:

- manage all multimedia projects, particularly videos, from concept to completion;
- direct and oversee all multimedia projects to ensure coverage of UCT's vision, mission and strategic goals;
- provide strategic and production support to the Senior Manager: Newsroom and Video Production and the Deputy Director: Communication and Marketing;
- creatively guide the content as well as the look and feel of videos to align videos and multimedia projects with UCT and CMD's overall vision and strategy, making output much more visible, accessible and relevant. Play a central role in ensuring that online news and executive communications seamlessly integrate across a variety of multimedia platforms and
- keep abreast of the latest technological advances and initiate innovative multimedia aspects to augment UCT's current suite of promotional materials and news-related content.

	Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
E.g.	General and office administration	25%	Takes, types up and distributes minutes and agendas for monthly departmental meeting. Greets visitors, enquires as to the nature of their visit and directs them to the appropriate staff member.	All staff members receive an electronic copy of accurate minutes and agendas, in the departmental template/format, a week before the meeting. Visitors are directed to appropriate staff member in a professional and efficient manner.
1	**Content strategy and service**	30%	• Conceptualise, plan and execute the video production process from start to finish, aligning outputs with CMD and UCT's overall strategy • Integrate video production processes with the newsroom and other CMD stakeholders to ensure seamless integration of published content • Assist UCT executives with multimedia requirements • Assist UCT faculty and PASS department representatives with multimedia requirements • Guide and educate CMD staff and UCT clients about video production best practice principles, preferred UCT style and tone, and importance of how the visuals and audio contribute to expressing the UCT brand • Advise UCT personnel about industry standards with regards video production, in keeping with the Newsroom & Video Production units' strategic goals and UCT's vision, mission and strategic framework • Develop and maintain sound working relationships and partnerships with UCT and CMD internal and external stakeholders • Bi-Annually (twice a year) benchmark UCT's multimedia content against local and global competitors • Bi-Annually (twice a year) update the video production and multimedia style guides and ensure the latest versions are circulated within UCT and CMD	• Clear strategic focus • Content reflects the university's vision and mission and is aligned to the current strategic planning framework • Multimedia content is seamlessly integrated into the CMD news and executive communications offerings • UCT Executives are supported in terms of their video production communication and multimedia needs • UCT Faculties and departments are supported in terms of their video production communication and multimedia needs • Constructive relationships are continuously developed, resulting in partnership/ collaboration on issues and decision making specifically related to video production content, style, tone, and look and feel • Multimedia content is up to global industry standards • There is regular communication with other managers within CMD and across various UCT faculties and departments • Provide quarterly and annual report updates on the video production stats i.e. number of videos produced by strategic theme, views and in partnership with other departments and faculties. • Video production and multimedia style guides are updated annually

2	**Content production and management**	30%	- Oversee the development and production of all content - Monitor the workflow (assign tasks / create schedules) for all personnel involved, both internal and external, including setting achievable deadlines for each individual and for the project, to ensure that deadlines are met - Implement and maintain internal systems and procedures to ensure uninterrupted workflow - Provide multimedia staff and freelancers with clear and detailed briefings of functions, events and other shoots - Research content for videos to feed into scriptwriting and storyboarding, including liaising with internal and external communications personnel - Complete the necessary storyboarding and scriptwriting – with a strong eye for sense, narrative, tonality and message – to ensure that footage taken is easily convertible into quality video content within expected deadlines - Art direct (manage the look and feel) projects across multimedia platforms to assure adherence with UCT's brand guidelines and UCT's long-term visual requirements - Along with the Video Production Coordinator & Researcher: consult with stakeholders to set up video shoots well in advance, planning ahead to ensure deadlines are consistently met - Scout locations for shoots and assist with set up: framing shots, checking sound and lighting, overseeing wardrobe, interviewing people on/off camera as necessary - Contract with (source and manage) internal and external videographers/editors, designers, writers and photographers, from the multimedia and creative sectors to ensure high quality content production - Ensure compliance with UCT's policies, procedures and other legislative requirements in order to mitigate risks, e.g. all authorization/model releases are signed and saved electronically. Appropriate permissions are sought and where needed, departmental/faculty/partner sign off of content is received before public release of video content. - Ensure a fair knowledge of copyright process to avoid permissions issues, as well as media laws relating to the protection of people's dignity (including children, HIV+ people and victims of abuse).	- Delivery of content that is up to expected standards and delivered within expected time frames - Team contributes and understands the purpose of each project/video or photographic shoot - Workflow is distributed appropriately, and content is completed on time and within budget - All multimedia projects go through the technical production process smoothly - Appropriate service providers are engaged to provide a high-quality service - There is clear communication with manager and production team - All content and production values are aligned to the UCT brand - Risk is managed and there are no errors in the content published (including subtitles, names, titles, descriptions etc.) in online media - Rights and permissions are observed when securing permissions for external content - Care and consideration is exercised in matters involving dignity and reputation - Children's rights are protected at all times, as well as rights of people who may be victims of abuse

			• Ensure that the packaging of videos is in line with the overall CMD strategy of excellent content and the key messages of the institution, particularly with regards to branding are conveyed through all CMD delivered video productions. • Oversee expenses to ensure that all videos are completed within expected budgets, including hiring additional technical personnel, hiring/purchasing equipment and securing permissions and rights	

3	**Staff and vendor management**	20%	- Monitor the workflow and ensure work is allocated appropriately to meet deadlines - Set clear and measurable goals and personal KPI's in order to manage the professional and personal development of the video production service staff/unit - Lead the video production team by setting an example through professional knowledge and commitment to service excellence - Ensure continuous improvement by coaching video production staff and providing ongoing feedback on successes and challenges to each staff member - Ensure that video production top and poor performers are well and appropriately managed - Be first point of escalation and resolution on video production team matters and continuously identify and assess learning and development needs of the multimedia team - Review and refine the video production team's outputs (through collaborative feedback mechanisms) to improve efficiencies, content performance and alignment with the overall CMD and Newsroom & Video Production unit's annual strategy - When needed/as required/Adhocally: Source, contract and manage BBBEE accredited freelancers, including videographers, editors, camera operators, technicians, voice-over artists, digital designers, sound engineers etc to ensure high quality video content production - Ensure all UCT protocols and policies are adhered to regarding the hiring of freelancers - Liaise and conceptualize CMD video storylines (for news, events and UCT Executive) with CMD staff and relevant stakeholders, ensuring they are aligned to UCT's vision and mission.	- Video Production workflow grid is updated weekly to monitor work progress - The following outputs are all in relation to the video production team and unit: - A highly productive team that understands expectations and deliverables - Staff members are empowered to take personal responsibility for their work and are committed to delivering high quality work to agreed deadlines - Staff are upskilled and developed, ensuring a balance with operational requirements - Staff are regularly informed of best practice and are aware of any developments relating to service provision - Staff members are steered towards producing high quality material that is consistent in look and feel, and is aligned to the UCT brand - Material produced meets the UCT branding requirements - Attend, engage and prepare for bi-weekly/monthly meetings to review work discussed during weekly Newsroom meetings, to review work done, and to plan ahead. - Regular staff performance meetings leading up to the mid-year development dialogue discussions are conducted and documented - Review vendor list every six months to ensure it is diverse and representative of the UCT vision of inclusivity and diversity - Thorough knowledge of HR and Finance processes, and policies with regards to contracting freelancers

4	**Equipment and technical requirements**	10%	- Ensure that available video production equipment is always well maintained and ready for use, arranging for maintenance or repair as required - Select and suggest camera, audio and lighting equipment etc. that will allow the team to work to industry standards - Keep all video production equipment secure on and off location, assuming responsibility for equipment safety - Use equipment optimally - Ensure that the necessary video editing software and other computer programmes are available and working as expected - Undertake training, if necessary, on all programmes used in the video production process - Ensure adherence to all UCT protocols and policies regarding procurement	- Video Production Equipment is always well maintained and securely stored both on and off location - All video production equipment is accounted for and repairs are well managed - New video production equipment planned for timeously and budgeted for accordingly - Thorough working knowledge of all video production equipment, including editing software, autocue software and programmes used in production - Thorough knowledge and compliance with UCT procurement processes and policies with regards to equipment purchase and equipment hire - Ensure that the annual video production budget is spent on the best equipment in order for the unit to operate optimally
5	**Alignment with UCT vision and mission**	5%	Contribute to UCT's vision and mission by assisting with video production content management and ensuring that UCT's strategic objectives are highlighted on a variety of platforms	- Gain greater traction and credibility among UCT structures with the ultimate aim of aligning communications across UCT - Ensure that video content produced is representative of UCT's demographics, particularly on diversity and inclusivity.
6	**Contribution to transformation and diversity**	5%	- Provide input into the department's transformation plan by ensuring that training, development and recruitment for the video production team is aligned with CMD's overall transformation strategy - Critically assess the products of the multimedia team regularly to ensure compliance with UCT's transformation strategy and enhance or improve where necessary	- A fulfilled and happy video production team who adhere to a skills development and training plans, which aligns with the department's overall transformation plan - A video production team that celebrates their diversity and who are aware of the ways in which their work contributes to the university's overall transformation agenda - A video production team that ensures that videos produced are reflective of UCT's demographics and the university's transformation agenda.

MINIMUM REQUIREMENTS

Minimum qualifications	• An appropriate NQF 6 or higher tertiary qualification preferably in journalism or media studies (with preference for a master's degree in the humanities)
Minimum experience (type and years)	• Seven (7) years or more in the editorial/newsroom space, with at least three (3) of these in a managerial position. Experience must have been in a video production capacity. • Background experience in video editing will be an advantage. • Excellent working experience with digital technology and editing software packages (eg Avid Media Composer, Lightworks, Premiere Pro, After Effects and Final Cut Pro). • Proven ability to facilitate and navigate team dynamics.
Skills	• Working knowledge of MS office suite (Word, Excel, etc) • Thorough editorial and proofreading knowledge in English • Excellent writing in English • Excellent planning and scheduling • Excellent time management • Excellent prioritization • Ability to work under pressure, both independently and as part of a team
Knowledge	• Current editorial conventions and practices • Current South African media landscape, specifically in higher education South Africa's media practices, especially relating to republication of content, use of images and photographs, permissions for reuse of external content • Online publishing conventions, specifically relating to the publication of online news content • UCT policies relating to the Communication and Marketing Department • UCT policies relating to filming around campus • Legal limitations to the freedom of artistic creativity, freedom of the press and media in as far as respecting people's privacy, dignity and reputation • Laws governing the filming of minors
Professional registration or license requirements	• N/A
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	• Honesty to handle cash or finances

Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Adaptability/flexibility	3	Meeting facilitation	2
	Analytical thinking, problem-solving	3	Negotiation	2
	Building interpersonal relationships	3	Persuasiveness	2
	Client service and support	3	Planning and organizing / work management	3
	Communication	3	Professional knowledge and skill	4
	Conceptual thinking	3	Quality commitment / work standard	3
	Continuous learning	3	Resilience/tenacity	3
	Creativity and innovation	3	Results focus	3
	Decision-making and judgement	3	Stress tolerance	3
	Follow-up	3	Teamwork and collaboration	3
	Information management	2	University awareness	3
	Initiative	3	Written communication	3
	Managing conflict	3		

SCOPE OF RESPONSIBILITY

Functions responsible for	Project managing all video projects from concept to completion, aligning video production content with UCT strategic goals, integrating multimedia media content with CMD news and media content, monitor and manage workflows (assign tasks/ create schedules), briefing of UCT staff and freelancers, storyboarding and scriptwriting, art direction, location scouting, shoot planning, contracting external staff, budget management, brand compliance, staff management, performance management, equipment management, liasing with other heads and managers within CMD and UCT's internal and external stakeholders
Amount and kind of supervision received	Senior Manager: Newsroom and Video Production, Deputy Director: Communication and Marketing
Amount and kind of supervision exercised	One Senior Videographer & Editor, one Videographer & Editor, and one Video Production Coordinator & Researcher, but is not limited to work allocations, monitoring workflows, maintaining tracking systems, contracting and managing freelancers such as videographers, video editors, designers, voice artists.
Decisions which can be made	Some degree of decision making necessary, namely relating to own job, including daily allocations of work; controlling work flows; monitoring tracking systems; contracting freelancers, such as photographers, videographers, video editors, designers and voice artists; exercising judgement regarding publishable content and story leads, provided that these decisions do not have negative consequences for the Newsroom and Video Production Unit, the Communication and Marketing Department or UCT itself in terms of reputation, public perception and strategic importance.
Decisions which must be referred	Decisions to be referred include those that may have negative consequences for the Newsroom and Video Production Unit, the Communication and Marketing Department or UCT itself in terms of reputation, public perception and strategic importance. Decisions must be referred to the Senior Manager: Newsroom and Video Production, who may escalate queries to the Deputy Director: Communication and Marketing Department.

CONTACTS AND RELATIONSHIPS

Internal to UCT	Research Office; Properties and Services; Development and Alumni Department; Centre for Higher Education Development; faculties of Commerce, Engineering & the Built Environment, Health Sciences, Humanities, Law, Science; Graduate School of Business (specifically the communications managers); Office of the Vice-Chancellor; offices of the deputy vice-chancellors; Office of the Chief Operating Officer; Information and Communication Technology Services; Careers Service; Disability Service; Human Resources; Finance; Department of Student Affairs; UCT Libraries; Registrar's Office; Students' Representative Council, etc.
External to UCT	Freelance videographers, video editors, designers, voice artists, technicians, sound/audio providers, public relations companies, media houses, online publications, etc.