



Edmonton Community Partnership:

The Edmonton Community Partnership (ECP) began in 2011 when a group of local schools came together to address some of the issues facing our shared communities. Together we have run many local projects to address the complex needs that exist within Edmonton, providing support for our schools and the local community. We have run a wide range of projects, from language lessons for adults to cooking classes for kids. Whether it is counselling for vulnerable children or a live performance from our school's most promising young creatives, our initiatives are about helping people unleash their full potential. We are seeking a **Videographer**, to help us creatively evaluate and promote the work we do (locally, nationally and internationally).

Job Title: (ECP/APE-MEDIA) – Kickstarter - Videographer

Your main role is as a Videographer.

Primarily working for ECP with additional responsibility to produce content for our charitable partner Ape Media, this exciting role requires you to oversee the video production services across both charities. Produce and provide promotional, project, event-based and reportage videos as directed by both charities to internal and external audiences, and manage the process for quality and efficiency. We also want you to bring your lived-experience to produce content that you feel aligns to both ECP and Ape Media's charitable objectives. Basically, we want you to be a creative powerhouse. Videographers are strongly creative, with a terrific eye for catching action. You'll find videographers everywhere film is needed: at school football games or a BLM rally, in a community meeting or in your local newsfeed. **So, are you up for the challenge??**

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Conceives of and develops creative solutions for addressing both charities initiatives and strategic goals through audio-visual assets.
- Generates ideas for both charities video projects to support their Marketing and Communications.
- Executes shoots on site/on location including audio, camera operation and talent directions (if needed). Additionally handles assignments requiring special lighting, multiple locations, creativity, special audio needs, custom graphics and animation.
- Scouts shoot locations and assesses possible obstacles in filming and provides solutions or alternatives.
- Supported by charity staff (but not always) conducts interviews with children, staff, project leads, alumni, partners and others and ensures that valuable sound bites are captured.
- Plans and performs video post-production tasks, including reviewing footage, making editorial decisions, logging, rough cuts, audio adjustment, colour correction, adding photographs, motion pictures, motion graphics, animation, audio and music, and final editing using Final Cut Pro, Avid or Adobe Premiere software; utilizes computer graphics and special effects for video post-production in accordance with the overall production concepts; compresses/encodes video projects for output; makes video products available in a variety of formats; observes brand standards, ensures consistency and relevancy to production; monitors technical quality of end product; and coordinates internal and external duplication services as required.
- Determines content and format of productions, operates editing equipment and implements a variety of positive and negative feedback from various sources as necessary.
- Produces educational, evaluation, reportage or event-based videos as requested by both charities including defining objectives, shooting locally, in studio and remote locations, conversion of existing video formats for video editing.
- Creates material used for, but not limited to shooting videos, and conducting field interviews; edit material for social media, television broadcast, web applications or schedule guests as needed.
- Stays informed about the current state of and future advances in video production technology and video distribution.
- Recommends new video support systems and hardware and software technologies based on analysis of both charity's needs.
- Participates in projects to integrate new video technologies and testing new hardware and software. In addition to the above you will also oversee and have responsibility for some of our social media marketing:
- Combines marketing and social media management skills to architect and enhance both charities social media presences, including interacting with project coordinators, senior leadership and key stakeholders if needed, promoting brand-focused interactive and engaging content, and expanding opportunities for revenue. Works with senior leadership and project coordinators to create innovative social media campaigns.

ADDITIONAL DUTIES:

- Uploads videos to the Web and both charities social media platforms.
- Maintains the ECP and Ape-Media's video gallery, YouTube channel and all SM channels.
- Oversees the production of closed captions for Marketing and Communications video productions.
- Maintains ECP and Ape-Media's video productions archive.
- Schedules studio production time for Marketing and Communications projects.
- Operates camera for live video feed to crowd overflow/ digital audiences at ECP and Ape-Media's events as needed.

- Maintains all equipment in proper working order.
- Attends staff meetings.
- Other related duties as required.

LICENSES, TOOLS AND EQUIPMENT:

- Must be proficient with computers and other peripheral devices, digital video cameras, microphones, and video editing hardware and software. *NB: We have film and editing equipment you can use.*
- Must possess a strong working knowledge of Avid, Final Cut Pro, Photoshop and Premier.
- Proficiency using software appropriate to a marketing and communications office; including, but not limited to, Microsoft Office; telephone.
- Must have access to and use of own transportation.

ENVIRONMENTAL CONDITIONS:

- This position is not substantially exposed to adverse environmental conditions.
- Must be able to push, lift, carry and/or use the above equipment.
- May be required to work outdoors and during the evening in the course of a video production.

QUALIFICATIONS:

- Demonstrated experience in the areas of videotape production, as well as a thorough knowledge of audio, video and multimedia hardware and software required.
- Must be available to work a non-standard schedule in order to fulfil assigned duties and responsibilities.
- Excellent communication skills required.
- Excellent analytical and organizational skills required.
- Strong interpersonal skills and ability to work effectively and sensitively with community members, partner staff teams, children, young people and charitable colleagues required.
- Demonstrated ability to work independently on multiple assignments and to work collaboratively within a team required.

ECP is an Equal Opportunity / Diversity Employer.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position. Employees will be required to perform any other job- related duties requested by their supervisor.