



## **JOB DESCRIPTION**

Videographer/Photographer  
Communications Department  
3 year fixed term contract

### **Dublin City University**

Dublin City University [www.DCU.ie](http://www.DCU.ie) is a young, ambitious and vibrant University, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education. DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

### **Overview of the department**

The University's Communications and Marketing team manages all aspects of the DCU brand and its positioning, including its social media platforms, all of its central advertising and marketing campaigns, web design, graphic design, videography/photography, and supports individual faculties and units in delivering effective marketing and advertising promotional campaigns and materials.

The team manages the reputation of the DCU brand, at a corporate level and through its support of faculties, schools and individual academics. It is also responsible for media relations, public relations, external and internal communications, media training, event management and crisis & risk management for the University.

## **Role Profile**

The Videographer/Photographer is primarily responsible for directing, filming, editing, and delivering video content and photography to a very high standard, and in a timely manner, to meet the University's communications needs. The individual is required to assist the Head of Digital Communications and Online engagement editor within the department on the delivery of a variety of digital/web projects and to deliver tailored content suitable for various digital and social media platforms.

This demanding and varied role requires a committed and responsible individual with excellent interpersonal skills, positive can do attitude, customer service orientated, excellent organisational and technical skills, excellent attention to detail, along with the ability to multi-task and prioritise work. Reporting to the Head of Digital Communications the individual must have the flexibility and willingness to work outside of normal office hours, when required. Please note, Garda vetting is required for this role.

## **Duties and Responsibilities**

- Effectively interpret the client brief, and to storyboard, script, film, edit and deliver high quality video content and photography accordingly
- Develop interview questions, and assist the subject in answering those questions in line with the client brief
- Create and edit animated and motion graphics to an excellent standard, using a variety of software, including, but not limited to, Adobe After Effects, Photoshop Premiere Pro, Indesign, Illustrator, and Lightroom.
- Set up and operate various production equipment, including cameras, audio, lighting, and microphones for location and studio based production.
- Accurately archive existing video and photography assets.
- Work with Head of Digital Communications in creating/updating content for section on DCU website, and managing that section going forward.
- Ensuring video assets are embedded in related content online and in social platforms
- Work with the department in understanding of regulations regarding image usage, and obtaining subjects' consent.
- Knowledge and experience of sourcing video material/footage from a wide range of open source, as well as licenced video/image libraries.

## **Qualifications and Experience**

### **Essential Criteria**

Candidates must have a primary degree in a related area or equivalent (NFQ level 7).

### **Desired Criteria**

- A minimum of two years' experience as a videographer/photographer in a busy, fast-paced environment.
- Proven experience in storyboarding, scripting, filming, and editing video content.
- Demonstrable experience in photography.
- Knowledge of SEO.
- Experience in Livestreaming, with previous experience in running Facebook Live, Youtube streaming and facilitating Zoom webinars.

- High proficiency in using Adobe After Effects, Photoshop Premiere Pro, Indesign, Illustrator, and Lightroom.
- Experience working on a digital CMS, with a good comprehension of UX.
- Excellent time management and organisation skills.
- The ability to multi-task, and to manage multiple projects at different stages of production simultaneously.
- Ability to scope projects, create timelines, and follow through to completion.
- The ability to work to very short deadlines, where necessary.
- The ability to edit video to suit different platforms including: IGTV, TikTok, Instagram, Instagram stories, YouTube, Facebook, Twitter, and LinkedIn.
- The ability to think creatively for infographic videos.

### **Mandatory Training**

The post holder will be required to undertake the following mandatory compliance training: Orientation, Health & Safety and Data Protection (GDPR). Other training may need to be undertaken when required.

### **Competencies required**

Candidates will be assessed under the following competencies;

- **Problem Solving and Decision making**  
Proactively gathers and examines all relevant information. Understands what decisions can be made and what needs to be escalated (e.g. knows what decisions need to be made by their manager).
- **Building and maintaining relationships**  
Has the ability to develop and maintain good working relationships with fellow colleagues and others, within and outside the organization.
- **Team working**  
Working collectively in a supportive manner to share tasks and information. Shows respect for the contribution of others.
- **Innovative and Creative Thinking**  
Has the ability to think creatively and uses initiative. Promotes improvement ideas to more senior colleagues in own division/department/team. Consistently thinks about an approach, process or service with the view to improvement.