### Job Description

**Job title: Digital Video Producer, London Assembly**

**Grade: 5 Post Number: GLA3736**

**Directorate: Secretariat**

**Unit: Assembly Communications**

## Job purpose

To lead the London Assembly digital/video projects with a view to enhancing video content on the Assembly website and on social media and maximising the impact of the Assembly's work.

**Principal accountabilities**

1. Providing support to the External Communications team in the production of video and photographic content for all digital platforms.
2. Being the key contact point for stakeholders on video aspects of the London Assembly’s work. This will include liaising with various departments within City Hall and with external stakeholders to secure authorisation for filming.
3. Travel around London accompanying London Assembly Committees on site visits, filming the activities and interviews for the final video output and taking photographs on occasion for social media.
4. Use editing software to produce short, compelling video outputs for use on the Assembly website and social media feeds.
5. Uploading video and photography to the various internal filing systems, as well as external hosts like YouTube.
6. Using video-editing tools for the cutting and sharing of Assembly meeting webcast clips on Twitter, Facebook and other platforms, to raise the profile of Assembly meetings.
7. Identifying health and safety risks associated with filming at site visits and feeding them into the Secretariat’s risk register.
8. Keeping up to date with current affairs and issues which affect the Assembly.
9. Supporting social and digital media activity, using Twitter, Facebook and email marketing by engaging with the colleagues and providing appropriate links.
10. Working closely with the Communications Officer – Digital, to ensure animations and infographics are fully utilised within video packages.

#### Key relationships

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| --- | --- |
| Accountable to: | Head of Assembly Communications |
| Accountable for: | No line management responsibilities |
| Principal contacts: | External Communications team; Assembly Members; Head of Scrutiny; Scrutiny staff |

**Person specification**

**Technical requirements/experience/qualifications**

1. Good understanding of and experience in using camera/sound/lighting equipment and editing software
2. Ability to proficiently use social media including uploading video and content to Facebook, Twitter, YouTube.
3. Ability to use a range of office software and media.
4. A good understanding of politics generally and, in particular, the skills to be able to work effectively with sensitive and complex issues.
5. An understanding of the GLA’s commitment to equality of opportunity and valuing diversity, and the ability to translate this into action.

**Behavioural competencies**

***Stakeholder Focus***

….. is consulting with, listening to and understand the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations.

Level 1 indicators of effective performance:

* Listens to requirements without making assumptions
* Demonstrates an enthusiastic and ‘can do attitude’ to all requests
* Provides timely, accurate and personalised responses
* Provides a polite and helpful first point of contact for stakeholders
* Learns from feedback to improve personal service to others

***Communicating and Influencing***

….. is presenting information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us

Level 1 indicators of effective performance:

* Represents self and team positively within the organisation
* Speaks and writes clearly and succinctly using appropriate language that is easy to understand
* Considers the target audience, adapting style and communication method accordingly
* Communicates persuasively and confidently
* Checks for understanding

***Planning and Organising***

….. is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard

Level 1 indicators of effective performance

* Plans and prioritises own workload to meet agreed deadlines
* Advises colleagues or manager early of obstacles to work delivery
* Perseveres and follows work through to completion
* Checks for errors to ensure work is delivered to a high standard first time
* Effectively juggles priorities

***Responding to Pressure and Change***

… is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

Level 1 indicators of effective performance

* Stays calm in pressurised and demanding situations
* Responds flexibly to changing circumstances
* Recognises when unable to cope and asks others for help
* Demonstrates openness to changing work priorities and deadlines
* Maintains personal well-being and achieves a balance between work and home life

#### Political Restriction

#### This job is ‘politically restricted’ under the Local Government and Housing Act 1989

### Reasonable adjustments

Reasonable adjustments will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.