



## POSITION DESCRIPTION

**Position:** Video Producer (PREV.198)  
**Reports To:** Digital Manager  
**Classification:** Band E

## CANCER COUNCIL VICTORIA

[Cancer Council Victoria](#) (Cancer Council) is an independent charity that has been leading the fight against cancer since 1936. We are the largest non-government provider of cancer research funds in Victoria. Cancer Council Victoria undertakes three important aspects of cancer control — research, prevention and support for people with cancer, their families and friends. Our people undertake the work of the Council in line with the values of Excellence, Integrity and Compassion.

## DIVISION SUMMARY

The [Prevention Division](#) aims to prevent cancer for all Victorians. This is done through community interventions, mass media, advocacy, training and providing policy advice based on the best available evidence. This involves action to affect individual behaviours and the broader physical and legislative environment to reduce cancer risk. We prioritise health inequalities, especially in relation to Aboriginal people, and in culturally diverse and socio-economically disadvantaged communities.

This is achieved through the delivery of public health programs relating to tobacco control (Quit Victoria), obesity prevention (LiveLighter, Obesity Policy Coalition, Rethink Sugary Drink), sun protection (SunSmart, World Health Organisation Collaborative Centre for UV), cancer screening (bowel, breast and cervical), immunisation, (HPV, hepatitis B) alcohol and organisational change (Achievement Program).

## POSITION SUMMARY

The Senior Video Producer reports to the Digital Manager and works closely with the broader Prevention Communications team as well as Prevention Division Program Managers and staff.

This role is responsible for the production, filming and editing of creative video content, including interviews, sketches, parodies and animations for a broad range of programs across the Prevention Division.

## **RESPONSIBILITIES**

### **Video, photography, and animation development**

- Create compelling story driven video content that is emotive and engaging
- Develop video concepts and ideas by working with subject matter experts to define scripts and producing story boards
- Lead pre-production meetings ensuring all aspects of the video production are covered
- Film & edit video content in a timely and efficient manner
- Plan the content and guide the on-screen performances
- Export and upload content as per best practice for YouTube, LinkedIn and Instagram
- Manage and archive the footage and saved material

### **Digital asset development**

- Development of digital assets for the Prevention Division programs.
- Create infographics for use in print and online mediums.
- Design original and engaging images to be used across websites (desktop and mobile), social media and other platforms.
- Repurpose existing images across several specifications.
- Develop graphics and short videos for various social media channels.

### **Continuous improvement**

- Recommend and implement improvements across Prevention Division program websites.
- Build on and enhance current plan to increase visitations to websites and improve audience engagement across platforms.
- Maintain existing blogs; writing/ promoting updates, monitoring responses, developing audience engagement and building links.
- Maintain website, making refinements based on analysis; devise new content and applications based around the seven prevention messages.
- Using a content management system, upload digital assets and copy.

**Other duties as directed and consistent with an employee's level of skill, competence and training.**

# KEY SELECTION CRITERIA

## ***Essential Criteria***

### **Qualifications, Experience, Knowledge and Skills**

- Relevant tertiary diploma in communication or related experience in communications, digital communication development or similar.
- Extensive experience in video content development, production and postproduction.
- Advanced skills in the full suite of Adobe Creative – Premier Pro, After Effects, Lightroom, Photoshop, InDesign and Illustrator.
- Demonstrated experience in producing digital assets such as videos, animation and graphics.
- Proven organisational and project management skills including the ability to schedule and prioritise task effectively to meet deadlines, as well as negotiate competing priorities.
- Effective communication and interpersonal skills, including the ability to liaise with internal and external stakeholders on content, quality and opportunities for improvement.
- Proven ability to build and maintain strong working relationships with researchers and other internal and external stakeholders.

## ***Desirable Criteria***

- Degree qualifications in communications, digital marketing or a related area.

### **Special Requirements**

- Non-smoker
- Right to work in Australia
- Satisfactory completion of national Police Check
- Work with Children Check