

## POSITION ANNOUNCEMENT

<b>JOB TITLE</b>	<b>VIDEO PRODUCER</b>
<b>TYPE OF VACANCY</b>	<b>CONTRACTUAL</b>
<b>DEPARTMENT/UNIT</b>	<b>DEPARTMENT OF COMMUNICATIONS</b>
<b>REPORTS TO</b>	<b>DIRECTOR, COMMUNICATIONS</b>
<p><b>SUMMARY:</b> The Video Producer leads the development of compelling, and mission-focused visual content that elevates the University’s brand, strengthens student recruitment, enhances stakeholder engagement, and showcases the institution’s academic, research, and community impact. The position requires a blend of creative storytelling, technical mastery, strategic thinking, and proficiency in emerging media platforms. The Video Producer is also responsible for overseeing the production environment to develop UB TV and Radio (broadcast, digital, and/or hybrid).</p>	
<p><b>DUTIES &amp; RESPONSIBILITIES:</b> The position of Video Producer is required to perform a variety of tasks including but not limited to the following:</p> <p><b>Budget Development and Management</b></p> <ul style="list-style-type: none"> <li>• Partner with internal stakeholders bi-monthly including senior leadership, academic leaders, faculty, staff, and students, to identify storytelling opportunities aligned with institutional priorities, brand voice, fundraising goals, and academic success;</li> <li>• Meet and collaborate weekly with administrators and department leaders on video projects promoting programme development, operational advancements, campus activities, and special events;</li> <li>• Conceptualize, pitch, and execute video projects supporting university campaigns, academic programmes, research impact, student life visibility, alumni engagement, and donor relations aligned with communications objectives;</li> <li>• Lead the full video production process—including research, scripting, scheduling, casting, filming, editing, post-production, and distribution;</li> <li>• Produce a diverse portfolio of weekly content: short-form videos, long-form promotional films, documentary-style features, event coverage, student testimonials, livestreams, and UB TV/Radio programming;</li> <li>• Plan and execute on-campus, on-location, and community-based shoots, directing talent and managing production logistics with professionalism and adaptability;</li> <li>• Coordinate all technical aspects of production and ensure project needs, including lighting, audio, equipment setup, are fully met;</li> <li>• Oversee the UB TV/Radio production ecosystem, including student talent (interns, vendors, work study students), providing creative direction and technical guidance to support experiential learning and student development;</li> <li>• Edit and produce high-quality video and audio content optimized for website, YouTube, TikTok, Instagram Reels, YouTube Shorts, LinkedIn, digital signage, and broadcast outlets with content documented in monthly reporting;</li> <li>• Ensure editorial accuracy, clarity, and brand alignment for all text associated with video projects including scripts, captions, lower-thirds, subtitles, metadata, graphics, and on-screen</li> </ul>	

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messaging through rigorous proofreading, fact-checking, and adherence to institutional style guidelines;

- Perform post-production tasks including reviewing footage, preparing rough cuts, colour-correcting, sound mixing, integrating motion graphics, and preparing final exports, with rough cuts;
- Compress/encode video projects in multiple formats, ensuring platform-specific optimization and accessibility compliance;
- Manage and maintain a secure, organized digital media archive following industry-standard file storage, naming conventions, and backup protocols with weekly updates;
- Monitor digital video trends, social media engagement analytics, competitor content, and higher-education storytelling best practices to improve creative output and reflect in monthly reporting;
- Contribute to the development, refinement, and documentation of Standard Operating Procedures (SOPs), workflow guides, and production policies that support operational efficiency, consistency, and disciplined execution across all video, and audio production activities;
- Troubleshoot technical challenges in fast-paced environments and ensure reliable, high-quality content delivery;
- Uphold professional standards of ethics, accuracy, brand representation, confidentiality, and collaborative teamwork;
- Perform other responsibilities as assigned in support of departmental goals and university strategic initiatives.

### **KNOWLEDGE, SKILLS & ABILITIES:**

- An advanced understanding of television and radio show production, logistics and story development;
- Strong skills in show development, design and implementation of content;
- Proficiency in ENG & EFP and studio and field production;
- Troubleshooting technical difficulties in interface with Mac computers, audio board mixers and playback;
- Proficiency in converting and providing audio content for traditional and new media;
- High level of proficiency working with Adobe Premiere Software and Final Cut Pro software and video production;
- Strong interpersonal and verbal communication skills;
- Proficiency in written communication;
- Strong organizational skills;
- Demonstrated ability to coordinate and conduct professional interviews;
- Ability to work efficiently under competing, high-pressure deadlines.

### **QUALIFICATIONS:**

- A relevant baccalaureate degree in Video Production, Film Production, Television Production or a related discipline AND;
- A minimum of five (5) years' experience in the areas of broadcast television preferably network level;



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- At least one year in radio production is preferred.

**Requested Information:**

**Interested applicants should submit the following electronically to the Human Resources Department Application Portal (Use the Position Listing to select the job opening). The following documents are required to complete the application:**

- A Cover letter of interest highlighting work experience and accomplishments relevant to the position;
- Curriculum Vitae or Resume;
- Copies of all Academic Qualifications with transcripts (original transcripts will be required upon employment), certificates; and
- At least three (3) written professional references;
- Completed UB Application for Employment Form found at this link: [UB Staff Application Form](https://ubhrapply.info/PeopleFirst)

<https://ubhrapply.info/PeopleFirst>

**Incomplete application packages will not be considered**

<b>Salary Grade</b>	<b>CONTRACTUAL</b>
<b>Date Published</b>	December 10, 2025
<b>Application End Date</b>	December 23, 2025 or <b>until filled.</b>
<b>Date to be Removed</b>	December 24, 2025
<i>The above statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the Video Producer.</i>	