

POSITION DESCRIPTION – General Staff
For levels 6/7 and above

Position Title: Photo & Video Journalist

Level: 5

Division: Planning, Marketing & Communications Division

Department: Strategic Marketing & Communications

Primary purpose of the position:

Working within the University's Media & PR Team and collaboratively across the University, the Photo & Video Journalist is responsible for the creation of high quality photo and video content for University communication channels, and social media..

Responsibilities of the position include, but are not limited to:

- Pitch and execute content creation concepts;
- Interview and art direct subjects;
- Capture, produce, edit, publish and catalog photos and video of University activities;
- Write copy, captions or headlines to accompany created content;
- Collaborate with stakeholders to capture images and assist with image selection.

Position Environment:

The position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Deputy Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI's, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW's brand and reputation, and all aspects of the University's marketing, communications and media-relations activities.

By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW's strategy.

Major Accountabilities/Responsibilities:

	Tasks	Outcomes	Percentage of time
1	Work with Media & PR Team to supply, edit and publish photo or video content to support media & PR strategies.	Content meets editorial deadlines and brief.	30%
2	Work closely with Media and PR Team to capture and identify photography and video content that supports UOW's communications, marketing, and positioning goals. Ensures appropriate talent release guidelines are followed.	Content meets deadlines and brief.	25%
3	Pitch and execute content creation concepts including featured video, photo galleries, slide shows to drive engagement on UOW's communication platforms.	Content is created that brings UOW's activities to life for a range of stakeholders.	20%
4	Edit, and catalog photos and video of University activities in	Content is managed and	10%

	an image content library.	catalogued for future use.	
5	Assist with image selections appropriate for different mediums and channels.	Marketing and Communications Team are advised and supported.	5%
9.	Liaise with and manage external specialists as required, including artists, designers, photographers, videographers, printers and other suppliers.	Services are of a high standard and provided within agreed timeframe and budget.	5%
10.	Stay abreast of latest trends in photo & video journalism. Ensure team photo and video equipment meet technical requirements of UOW.	Information feeds into future planning. Tools and resources meet team needs.	5%
11	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
12	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	To ensure a safe working environment for self & others.	Ongoing

Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

Reporting Relationships:

Position Reports to:	Media & PR Manager
The position supervises the following positions:	Preferred suppliers - Freelance photographers and videographers
Other Key Contacts:	Senior Manager, Strategic Marketing and Communications Associate Director, Planning, Marketing and Communications Director, Planning, Marketing and Communications Strategic Communication Manager Creative Team, Strategic Marketing and Communications Senior Deputy Vice Chancellor Vice Chancellor UOW Senior Executive Executive Deans Faculty Executive Managers UOW Directors and Senior Managers Media, Marketing and PR contacts within UOW's Faculties and Divisions

Key Relationships:

Contact/Organisation:

Media, Marketing and PR contacts within UOW's Faculties and Divisions

Purpose & Frequency of contact

Provide video and photographic support as required

Key Challenges:

1. Managing multiple projects and deadlines at once.
2. Devising creative marketing solutions in a highly complex stakeholder framework and competitive marketplace.
3. Focussing marketing resources and budget effectively for maximum impact.
4. To achieve the Unit's strategic work objectives through direct communication and consultation with staff and colleagues.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Demonstrated project management skills.
- Demonstrated ability to work well under pressure/handle several projects at once.
- Demonstrated ability to build and maintain strong relationships with stakeholders at all levels.
- Excellent communication skills and the ability to liaise with a wide range of people, persuading potential subjects to take part and putting subjects at ease.
- Understanding of customer service principles.

SELECTION CRITERIA - Education & Experience:

Essential:

- Extensive experience and/or degree in photojournalism, multimedia Journalism or other disciplines that emphasise visual storytelling and multimedia production.
- Experience with recording and editing audio and video.
- Ability to operate professional Video & DSLR cameras.
- Experience working with newsrooms, designers, and under the direction of designers/art directors.
- Experience in developing and implementing and distributing content strategies for a range of communication channels.
- Demonstrated experience in managing content for social networking platforms, such as Facebook, YouTube, Twitter and Instagram.
- Must be proficient with Adobe Photoshop; Adobe Lightroom; batch processing; toning; retouching; high-end post production techniques; lighting kits and studio equipment; and large, enterprise digital asset management systems.
- Must be proficient in video editing suites such as Adobe Premiere or Final Cut Pro. Skilled knowledge of Adobe After Effects would be desirable.

Personal Attributes:

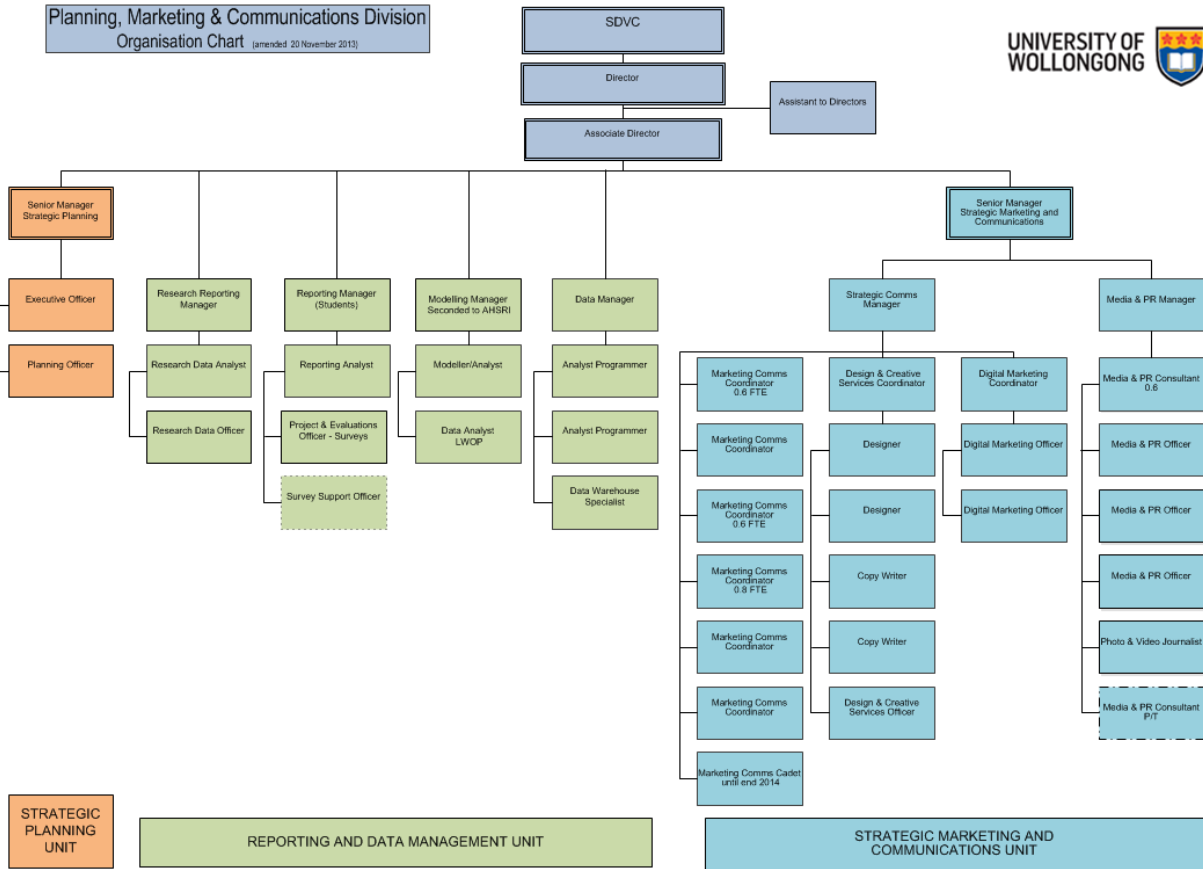
Essential:

- Ability to adapt to address emerging priorities and work effectively under pressure.
- Collaborative and inclusive communication style.
- Strong personal initiative and motivation.
- Intellectual insight and artistic ability.
- High degree of natural friendliness.
- Flexibility and quick thinking.

Special Job Requirements:

Travel, weeknight and weekend hours are required.

Organisational Chart:



Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____