



The Western Pacific University

POSITION DESCRIPTION

AUDIOVISUAL CONTENT CREATOR

OFFICE/DIVISION: Office of the Vice President, Academic Affairs

POSITION TITLE: Audiovisual Content Creator

POSITION NUMBER: WPUVL004

POSITION CLASSIFICATION: Academic/Administration/U2.1

JOB LOCATION: Ialibu, Western Pacific University

ORGANISATIONAL RELATIONSHIP:

Reports to: Director, Virtual Learning

Supervises: None

JOB PURPOSE:

An audio-visual content creator job description includes conceptualizing and producing multimedia content, operating and maintaining AV equipment, editing video and audio, and collaborating with teams.

Key responsibilities involve managing the entire production lifecycle from script to final delivery, staying updated on trends, and using software like Adobe Premiere or Final Cut Pro. This role requires a blend of creative, technical, and organizational skills to produce high-quality audio-visual content for various platforms.

DUTIES AND RESPONSIBILITIES

1. **Content Production:** Conceptualize, script, shoot, and produce high-quality audio-visual content such as videos, podcasts, and other multimedia for different platforms.
2. **Equipment Management:** Operate and maintain audio and visual equipment, including cameras, microphones, lighting, and sound systems, ensuring they are in good working order.
3. **Post-Production:** Perform video editing, sound mixing, color grading, and add effects to create a final product.
4. **Team Collaboration:** Work with creative teams, marketing, and other stakeholders to align on project goals, timelines, and deliverables.

5. **Content Strategy:** Analyze content performance, audience engagement, and social media insights to inform future content strategy.
6. **Technical Proficiency:** Utilize and stay current with a variety of software, such as Adobe Premiere Pro, After Effects, and Final Cut Pro, and be familiar with different social media platforms and video formats.
7. **Brand and Quality Control:** Ensure all content aligns with brand guidelines, tone of voice, and meets minimum accessibility standards.
8. **Archive and Inventory:** Manage and maintain a media archive, image bank, and equipment inventory, including tracking usage and managing check-ins and check-outs.
9. **Event Support:** Document events through video and photography and create final video outputs.

REQUIREMENTS AND QUALIFICATIONS:

1. Proven experience in multimedia production and digital content creation
 - Proficiency in video editing software (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)
 - Familiarity with Adobe After Effects and other post-production tools
 - Strong understanding of social media platforms and video formats
 - Excellent organizational, communication, and creative problem-solving skills
- Experience in multimedia production, digital media, and social media management.
- Proficiency with video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve) and other related software (e.g., Adobe After Effects).
- Excellent creative, storytelling, and communication skills.
- Strong organizational skills to manage multiple projects in a fast-paced environment.
- Ability to work both independently and collaboratively with a creative team.
- Technical knowledge of cameras, lighting, and audio equipment.
- Attention to detail and a keen eye for aesthetics.
- Adaptability to learn new technologies and platforms.

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✘ Key Responsibilities

- Content Production: Script, shoot, and produce high-quality videos, podcasts, and multimedia content
- Equipment Management: Operate and maintain AV gear including cameras, microphones, lighting, and sound systems
- Post-Production: Edit video and audio, mix sound, apply effects, and perform color grading
- Team Collaboration: Work closely with marketing, creative, and other stakeholders to meet project goals
- Content Strategy: Analyze performance metrics and audience engagement to refine future content
- Technical Proficiency: Use software like Adobe Premiere Pro, After Effects, Final Cut Pro, and stay current with trends
- Brand & Quality Control: Ensure all content meets brand standards and accessibility requirements
- Archive & Inventory: Maintain media archives and manage equipment inventory
- Event Support: Capture and produce event coverage through video and photography
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Why Join Us?

- Work in a fast-paced, creative environment
- Collaborate with passionate professionals
- Influence brand storytelling across platforms
- Access to cutting-edge equipment and software
- Opportunities for growth and innovation