



## JOB DESCRIPTION

<b>Job Title:</b>	Video Producer
<b>Team:</b>	Marketing
<b>Classification:</b>	Senior Exec
<b>Reports to:</b>	Brand and Creative Lead
<b>Classification of Line Manager:</b>	Senior Manager
<b>Number of Direct Reports:</b>	0

### Job Purpose

As an in-house videographer, you will play a vital role in shaping our visual storytelling, producing engaging video content that supports investment and tourism promotion.

You'll collaborate with multiple teams to create compelling narratives that bring our brand and regional identity to life and will be responsible for working with the brand and creative lead to plan, film, and edit video content that enhances our brand presence and engages our audiences.

From concept to final edit, you'll source stories, shape compelling narratives, creating professional, high value content that will drive credibility, change perceptions, and build stakeholder confidence in key areas such as Inward Investment, Investor/Partner Brand Building and Major Strategic Events.

All while ensuring every project/output aligns with our brand, marketing goals and business strategy.

### Main Responsibilities and Key Activities

- **Content Planning**  
Partner with marketing, communications, and business development teams to develop a forward-thinking video production plan that aligns with company goals. Look at how content can be adapted and used across multiple workstreams
- **Storytelling & Creative Direction**  
Create simple high impact video content to reflect the region's story and brand identity. This role is not about creation of general customer facing and social media content e.g. travel content and TikTok reels. However, consideration to how it can be adapted for use across certain channels will be essential.
- **Pre-Production Planning**  
Craft scripts, storyboards, and production schedules that align with audience expectations and that work with specific and wider marketing campaigns and objectives.
- **Filming & Production**  
Capture high-quality footage in various settings, utilising professional equipment for studio and on-location shoots.
- **Editing & Post-Production**  
Enhance video content through expert editing, graphics, closed captions, and special effects, delivering polished, impactful visuals. Experience of creating engaging motion graphics is desirable.
- **Equipment Management**  
Maintain and set up cameras, microphones, lighting, and other production tools, ensuring top-tier performance and upkeep.
- **Industry Trends**  
Stay ahead of the latest video production techniques and technologies, adapting them to influence



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and future proof the content and quality of assets we push out to our audiences.

- **Brand Alignment**  
Ensure all video content adheres to brand standards and messaging, maintaining a consistent visual identity.
- **Content Distribution**  
Optimise videos for use on WMGC digital platforms, including social media, websites, and corporate presentations.
- **Project Budgeting**  
Oversee production budgets, ensuring cost-effective execution while maintaining high-quality standards.
- **Team Collaboration**  
Work seamlessly with designers, writers, and marketing professionals to produce cohesive and engaging video content.
- **Regional networking**  
Work towards building a bigger and stronger network of film and creative allies within the region to enable us to have access to the wider tools and resources available to WMGC and the WMCA and Las

### Experience & Qualifications

- Advanced proficiency in video editing software (Adobe Premiere Pro, Final Cut Pro, After Effects).
- Strong expertise in lighting, sound design, and camera operation.
- Ability to work independently and collaboratively within a dynamic team.
- Exceptional storytelling, creative vision, and attention to detail.
- Experience in corporate, branded, or investment and tourism-focused video production is a plus

### Our People and Our Offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.



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### Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

### Prepared by

Charlotte Ridley	Date: 27/05/2025
	Job Title: Head of Marketing