

Senior Videographer



At Regent's University London, we have a bold mission of reimagining education, and we're looking for talented and passionate people to help us do that. We're ambitious, collaborative and curious in how we approach our work, each other, and the education we give our students.

Nestled in the heart of royal Regent's Park, Regent's offers a premium experience for staff and students. We champion an environment that cultivates possibility for everyone in our community.

Job description

Position details

Job title:

Senior Videographer

Grade:

G

Department:

Customer & Commercial

Line Manager Job Title:

Director of Marketing & Communications

Job purpose

Storytelling sits at the heart of how we connect with future students, partners, and our wider community. The Senior Videographer plays a pivotal role in bringing the Regent's brand to life through compelling, high-quality video content that inspires, informs, and drives engagement across digital platforms.

The Senior Videographer will lead end-to-end video production across the University, owning the development, optimisation, and growth of Regent's video presence - particularly on YouTube - while collaborating closely with teams across Marketing & Communications to deliver content aligned to our strategic goals and brand mission.

While Regent's is a relatively small institution, our ambitions are significant. A strong focus on results will be instrumental in bringing our brand mission '**Cultivating Possibility**' to life.

The Regent's Way is a set of principles that guide our work and celebrate our unique offering – our strengths, our challenges and our commitment to continuous improvement.



Main responsibilities

- 1** Implement the Regent's Marketing & Communications strategy, grounded in storytelling and aligned to the brand mission, working closely with members of the Marketing & Communications team.
- 2** Lead the creation of high-quality film, video and where applicable social content that drives engagement, aspiration, brand awareness, and lead generation across multiple platforms.
- 3** Manage all aspects of video production and post-production, including planning, filming, editing, and delivery. This includes organising shoots, scheduling, coordinating locations, contributors, and logistics.
- 4** Maintain an organised and accessible digital video library, ensuring assets are correctly tagged, stored, and easily available for use across the University.
- 5** Own and manage the Regent's YouTube channel, developing and implementing a clear content and growth strategy to drive: YoY increases in subscribers and engagement, improved watch time and retention, increased brand awareness and reach, as well as optimising content performance including SEO-led titles, descriptions and tagging, thumbnail design, playlist creation and channel structure.
- 6** Contribute to creative ideation, participating in brainstorming sessions and supporting the development of storyboards and visual concepts that put students at the heart of storytelling, including campaign and event content.
- 7** Manage student consent processes, ensuring all participants provide appropriate consent, with digital records accurately maintained and easily accessible across the University.
- 8** Ensure Brand Guidelines and Tone of Voice are consistently applied across all video content, maintaining cohesive brand representation across all touchpoints.
- 9** Build strong collaborative relationships across Regent's, working with colleagues and students to fulfil content ideas that drive interest and engagement among prospective students, parents, agents, and school counsellors.
- 10** Contribute to building a vibrant campus community by taking real accountability, collaborating with colleagues across the university and constantly adding value. Foster an inclusive, sustainable and safe environment for all through our EDI, Health and Safety and B-Corp initiatives and policies.
- 11** To undertake any other duties that may reasonably be requested appropriate to the grade and responsibilities of the post.

Person specification

1. Position details

Job title: Senior Videographer
Grade: G
Department: Customer & Commercial – Marketing & Communications
Line manager job title: Director of Marketing & Communications

2. Person requirements

Job requirements	Assessment criteria	
	(e)ssential	(d)esirable
Qualifications & training		
Educated to degree level or equivalent	E	
Experience		
Significant experience in creating video concepts, storytelling, including video production and editing.	E	
Collaborating with multiple teams taking direction through a briefing process and converting ideas into design.	E	
Experience in leading YouTube channel strategy.	E	
Experience in video production for a wide range of mediums.	E	
Knowledge, skills & competencies		
Video production: Proven ability to produce high-quality content including camera operation, composition, lighting, audio recording and postproduction processes (bringing industry best practices & techniques)	E	
Video Editing: Proficiency in video editing software (Adobe Premiere; Adobe After Effects). Edit footage, add transitions, create visual effects & perform colour grading to produce high-quality videos	E	
Creativity: knowledge of creative approaches to storytelling as well as the ability to stay updated with the latest video trends and techniques	E	
Storytelling and Scriptwriting: ability to translate ideas into compelling narratives. Develop scripts, storyboards to effectively convey the university's message & engage the target audience		D
Proficient in Adobe InDesign and Photoshop.	E	
General attributes & personal qualities		
Creativity and the ability to think outside the box, generate innovative ideas.	E	
Ability to manage multiple projects to tight timescales and deadlines while keeping a keen attention to detail.	E	
A proactive and self-motivated individual who can take lead,	E	

inspire others, and drive initiatives forward.		
Ability to manage competing and conflicting priorities effectively remain calm under pressure.	E	
Excellent attention to detail.	E	
Self-motivated team player with strong interpersonal skills, good communication and excellent organisation skills with the ability to build good relationships with colleagues at all levels.	E	
Comfortable taking ownership of own work, identifying the need for action (using initiative) whilst working effectively within a team.	E	
Good written and spoken English	E	
A flexible approach to working hours which may include occasional evening and/or weekend work to support the wider Customer and Commercial department.	E	