

Videographer / Content Creator

Line Management: No immediate direct reports

Location: Aviemore, Scotland, 60% office / 40% in the field

Hours: Full time

Job Purpose

The Videographer / Content Creator will help the team create and deliver exceptional content marketing, telling compelling stories through film and still photography.

Key Accountabilities

- Videography / Photography
- Video Editing
- Production Planning
- Video Channel Management & Distribution
- Video Asset Management

Key Responsibilities

The Videographer / Content Creator will join the Wilderness marketing team and be responsible for leading on videography for the 3 B2C brands, Wilderness Scotland, Wilderness Ireland and Wilderness England as well as the trade-facing B2B brand.

The team predominantly follows a content marketing strategy to inspire travellers to consider their brands and therefore this role encapsulates the wide range of responsibilities and tasks linked to that approach. These include:

- **Production Planning** - Organising shoots including locations, models, props and schedules. Contribution to creative planning. Writing up shoot plans.
- **Videography** - The shooting of on-location video footage using a variety of equipment including but not limited to DSLR, drones, GoPro, and 360 cameras.
- **Photography** - Delivering a variety of photography requirements for web and social media use such as new trip photography, accommodation, specific locations, profile headshots etc.
- **Video Editing** - Editing of comprehensive and engaging storytelling videos, how-tos, trip videos, shorts, series, video ads etc.
- **Video Channel Management & Distribution** - Assist with the management and upkeep of all Vimeo and YouTube channels. This includes uploading videos, creating engaging thumbnails, adding captions, writing up first draft video descriptions, responding to comments, and monitoring analytics and trends to help guide content creation.
- **Video Asset Management** - Maintenance of all offline video assets offline. Appropriate tagging, naming and storage. Ensuring all content is backed up.