

Content Producer (Videographer)

Job Description

Job Title: Content Producer (Videographer)

Department: Marketing

Reports To: Customer Marketing Manager

Location: Tobermore

Job Summary:

We're looking for a creative storyteller who loves bringing ideas to life through video and photography.

As our Content Producer (Videographer), you'll capture everything from stunning construction projects and customer success stories to behind-the-scenes moments, podcasts, product launches and interviews with industry experts. No two days are the same.

Working alongside a passionate and creative marketing team, you'll help shape the way people see Tobermore. You'll create content that educates, inspires and entertains across social media, websites, campaigns, events and internal communications. Most importantly, you'll think beyond a single video, turning every shoot into multiple pieces of engaging content that reach the right audiences in the right places.

We're looking for someone who is naturally curious, enjoys meeting new people and isn't afraid to ask great questions. You'll be just as comfortable filming on a busy construction site as you are interviewing a customer or hosting a podcast conversation.

Responsibilities:

The following list outlines the key responsibilities of the role. It is not exhaustive and may evolve in line with the needs of the business and the Marketing team.

You will:

- Plan, film and edit high-quality video and photography content that supports Tobermore's marketing strategy across multiple audiences and channels.
- Collaborate with the Customer Marketing Manager and wider marketing team to develop creative concepts and content that support campaigns, product launches and strategic business objectives.
- Produce engaging visual content that showcases Tobermore's products, people, customers and expertise.
- Lead the production of podcasts, thought leadership interviews and industry discussions, creating content that positions Tobermore as a trusted authority within the construction industry.
- Plan, capture and edit customer case studies, testimonials and project showcases, bringing customer success stories to life through compelling video and photography.
- Create product demonstration videos, installation guidance and educational content that helps customers better understand our products and solutions.
- Produce short-form video content for social media, tailoring content for platforms such as LinkedIn, Instagram, Facebook, TikTok and YouTube.

- Repurpose long-form content into multiple formats, including teaser videos, short clips, audiograms, reels, graphics and promotional assets, maximising the value of every piece of content.
- Capture photography and video from construction sites, completed projects, customer visits, factory operations, events and exhibitions.
- Produce internal communications content that celebrates our people, supports company initiatives and brings our culture and values to life.
- Film interviews with colleagues, customers, architects, contractors and other industry professionals, helping tell authentic stories that strengthen our brand.
- Support live events, product launches and exhibitions by capturing high-quality content before, during and after each event.
- Work closely with colleagues across Marketing, Sales, Product Management and other departments to identify opportunities for engaging visual storytelling.
- Manage the planning and scheduling of video and photography shoots, ensuring projects are delivered on time and to a consistently high standard.
- Edit and produce high-quality video content, including colour grading, sound editing, motion graphics, subtitles and formatting for different digital platforms.
- Maintain and organise Tobermore's digital library of photography and video assets, ensuring content is easily accessible and reusable.
- Ensure all content reflects Tobermore's brand guidelines, tone of voice and quality standards.
- Keep up to date with emerging content trends, video production techniques, AI tools and social media best practice, bringing fresh ideas and continuous improvements to the team.
- Assist with photography and video requirements across the business as required.
- Carry out any other reasonable duties appropriate to the role.

Types of content you'll create

- Podcasts and thought leadership interviews
- Customer case studies and testimonials
- Product demonstrations and installation guidance
- Educational and technical content
- Social media videos and short-form content
- Campaign and product launch content
- Event and exhibition coverage
- Brand storytelling and behind-the-scenes content
- Internal communications and employee stories
- Photography of products, projects, people and events

This job description is not exhaustive and serves only to highlight the main requirement of the post holder. The job description will be reviewed regularly and may be subject to change.

Employee Signature		Manager Signature	
Date		Date	

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Person Specification

	Essential Criteria	Desirable Criteria
Qualifications	- A degree in Media, Film Production, Marketing, Digital Media or related discipline OR 1+ years' experience creating professional video and photography content	Level 3 (or above) qualification in Media, Film or Video Production.
Experience	- Experience planning, filming and editing professional video content from concept through to final delivery. - Experience using professional cameras, lighting and audio equipment. - Proficiency in Adobe Premiere Pro and Adobe Creative Cloud (After Effects, Photoshop and Lightroom would be advantageous). - Experience creating content for social media platforms including LinkedIn, Instagram, Facebook, TikTok and YouTube. - Experience producing photography for marketing purposes. - Experience managing multiple creative projects simultaneously and meeting deadlines.	- Experience producing podcasts or interview-style content. - Experience with podcast hosting software e.g. Podbean. - Experience operating drones (CAA certification desirable). - Experience within manufacturing, construction or B2B marketing.
Knowledge, Skills & Competencies	- A creative eye for storytelling, composition and visual communication. - Excellent video editing skills with strong attention to detail. - Strong understand of photography, lighting, sound and video production techniques. - Ability to transform ideas into engaging visual content. - Excellent planning and organisational skills. - Strong communication and interpersonal skills, with the confidence to interview customers and colleagues on camera. - Ability to work collaboratively within a creative marketing team. - Ability to work independently and manage competing priorities.	- Experience creating motion graphics or animations using Adobe After Effects. - Understanding of SEO and video optimisation for YouTube and social media. - Knowledge of AI-powered creative tools (e.g. Adobe Firefly, ChatGPT, Runway or similar). - Experience analysing content performance and using insights to improve future content.

	• Passion for content creation and keeping up to date with social media trends and emerging technologies. • A proactive, curious and creative mindset, with the confidence to contribute new ideas.	
Physical Circumstances	• Full UK driving licence. • Flexibility to travel throughout the UK and Ireland for customer visits, events and filming.	