

Content Producer (Videographer)

Together,
we are a team.

v1 | July 2026

Contents

Welcome	04
About Tobermore	06
Job description	08
Person specification	10
Training	12
Employee benefits	13
Meet the team	14
HEART values	16
Local schemes	18
We care	20

Together,
we are a team.



Welcome

At Tobermore your personal and professional development is the **H.E.A.R.T.** of everything we do. This role will provide you with exciting challenges and opportunities within our Marketing team, creating engaging video and photography content that brings our brand, products and people to life.

You'll work on a wide variety of projects, from customer case studies and product launches to social media campaigns, podcasts and events, with no two days the same. You'll receive on-the-job training, gain real-life hands-on experience across every stage of the creative process, and be encouraged to develop your technical and creative skills.

You will be supported and mentored through work participation and receive an individual training and induction programme, helping you build a rewarding career at Tobermore.



80 years & counting

Background

In 1942, a mother's wartime sacrifice sparked the beginning of something remarkable. With £500 saved while her son was away at war, she helped him start a small sand and gravel business in the village of Tobermore. Eighty years on, that act of faith has grown into one of Northern Ireland's most respected companies – still family-owned, still grounded in community, and still driven by a clear purpose: to transform lives and landscapes.

Today, Tobermore supplies high-quality paving and walling products to both commercial and domestic markets across the UK and Ireland. Our commitment to innovation, sustainability, and quality has made us a trusted partner on landmark projects, while our people-focused culture continues to attract and retain exceptional talent.

With a proud heritage and a progressive outlook, we're building more than hard landscaping - we're building a lasting legacy.

Trusted by customers

At Tobermore, relationships come first. We listen, we care, and we go above and beyond to deliver solutions that exceed expectations. Whether supporting a housebuilder with complex drainage requirements or helping a homeowner bring a vision to life, we aim to make every customer feel confident, supported, and inspired.

Designed to perform, built to last

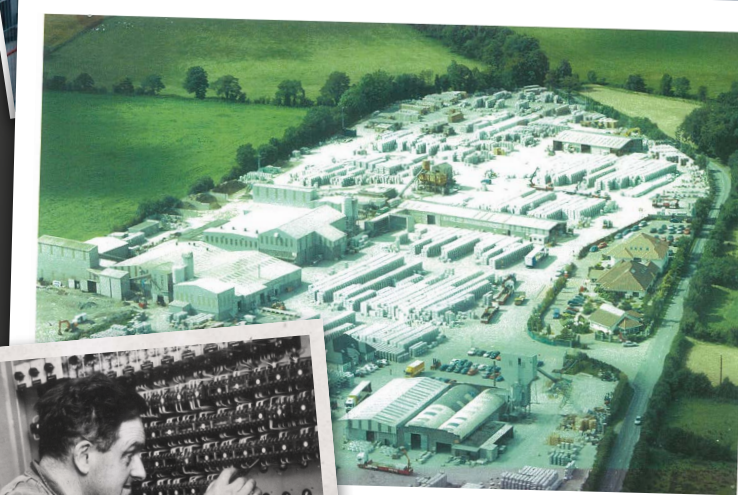
Every Tobermore product is made with care, using advanced manufacturing techniques, premium materials, and strict quality control. We invest where it matters – so our customers can count on long-lasting performance and visual appeal. We're proud to be ISO14001 and ISO9001 certified, with industry awards that reflect our commitment to excellence.

A better way to work

We've streamlined our systems so customers get what they need - fast. From responsive technical support to user-friendly digital tools, everything we do is designed to remove friction and keep projects moving. We're agile, efficient, and always looking for ways to improve the customer experience.

People with purpose

Our people are the heartbeat of Tobermore. Many have been with us for years - and some, decades. We invest in their growth, celebrate their achievements, and create a culture where everyone feels valued. This is a place where careers thrive, ideas are heard, and a shared sense of purpose drives everything forward.



Content Producer (Videographer)

job description

Job title
Content Producer (Videographer)

Reports to:
Customer Marketing Manager

Department:
Marketing

Location
Head Quarters

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	

Person specification

Requirements

	Essential	Desirable
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.

Requirements

	Essential	Desirable
Knowledge, skills and 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. - 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.	- 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.
Physical circumstances	- Full UK driving licence. - Flexibility to travel throughout the UK and Ireland for customer visits, events and filming.	

Training

Understanding Tobermore

- Company vision, purpose and HEART values
- Business strategy and commercial priorities
- Products, manufacturing and factory tour
- Customer journey and key markets
- Brand positioning and tone of voice
- Working with HR, product team, sales and technical

Working in the Marketing Team

- Marketing strategy and campaign planning
- Our content strategy
- Content planning and approval process
- Brand guidelines and visual identity
- Storytelling and customer case studies
- Podcast production and thought leadership
- Photography and video standards
- Content repurposing across multiple channels
- AI tools and marketing technology
- Project management and prioritisation

Employee benefits



Competitive salaries

The salary for this role is negotiable depending on experience.



Bonus

A bonus scheme is included in the remuneration package for this post.



Cyclescheme

Cyclescheme is an employee benefit that saves you 25-39% on a bike and accessories.



Pension

You will be eligible to join the organisation's contributory pension scheme



Annual leave

Your annual leave entitlement will be 30 days. Annual leave entitlement increases with service.



Holiday purchase scheme

We have a holiday purchase scheme available for all employees.



Career progression path



Company branded clothing



Being part of an award winning company

– ‘One to Watch’ for Successful Workplace Engagement, won the European Foundation for Quality Management (EFQM) Business Excellence Award.



Listed as a Top 100 Company NI

Belfast Telegraph.



Opportunity for flexible work life balance



Corporate social responsibilities employer



Employee assistance programme

24/7 Employee Support



Payroll giving employer



Long term career prospects

Growing and financially stable family business.



First class working environment

Newly refurbished & enhanced headquarters building.



Complimentary employee events



Length of service awards



Very strong emphasis on training

(internal & external), mentoring & development.



Online learning system



Excellent workplace culture & team approach



Company contribution to employee eye care costs



Fresh tea, coffee

Fruit & Selection of bread when at HQ

Hear from some of the Marketing Team



Rachel McKnight
Brand Manager

“

One of the reasons I've stayed at Tobermore for almost 10 years is the variety that comes with working in the marketing team. There's always something exciting to get involved in, from product launches and campaigns to creative projects, so no two days are the same. It's a place where new ideas are encouraged, you're trusted to take ownership, and I've had the opportunity to grow and develop throughout my career.

”



Stephanie McGarry
Customer Marketing Manager

“

One of the things I've valued most about my career at Tobermore is the opportunity to grow. I began in Consumer Sales before moving into Marketing, and throughout that journey I've been encouraged to take on new challenges and develop my skills. As my experience has grown, so has the responsibility I've been trusted with, allowing me to take ownership of exciting projects and eventually progress into my role as Customer Marketing Manager. Looking back, it's amazing to see how much I've developed, both professionally and personally.

”



Joel McCavana
Graphic Designer

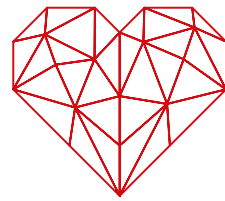
“

Working in the Marketing team at Tobermore has given me the opportunity to work on a wide range of creative design projects, from branding and digital content to brochures and campaigns. Every day brings something different, allowing me to develop my skills, explore new ideas, and collaborate with a supportive team that's passionate about delivering great work.

”



Heart



Happy, Excellence, Attitude, Reliable, Team

HAPPY

-  Positive mindset
-  Friendly & approachable
-  Enthusiastic
-  Caring & listening
-  Welcoming
-  Fun
-  Work-life balance

EXCELLENCE

-  Determined
-  Personal development
-  Continuous improvement
-  Detail-orientated
-  Organised & disciplined
-  Progressive
-  Process-orientated

ATTITUDE

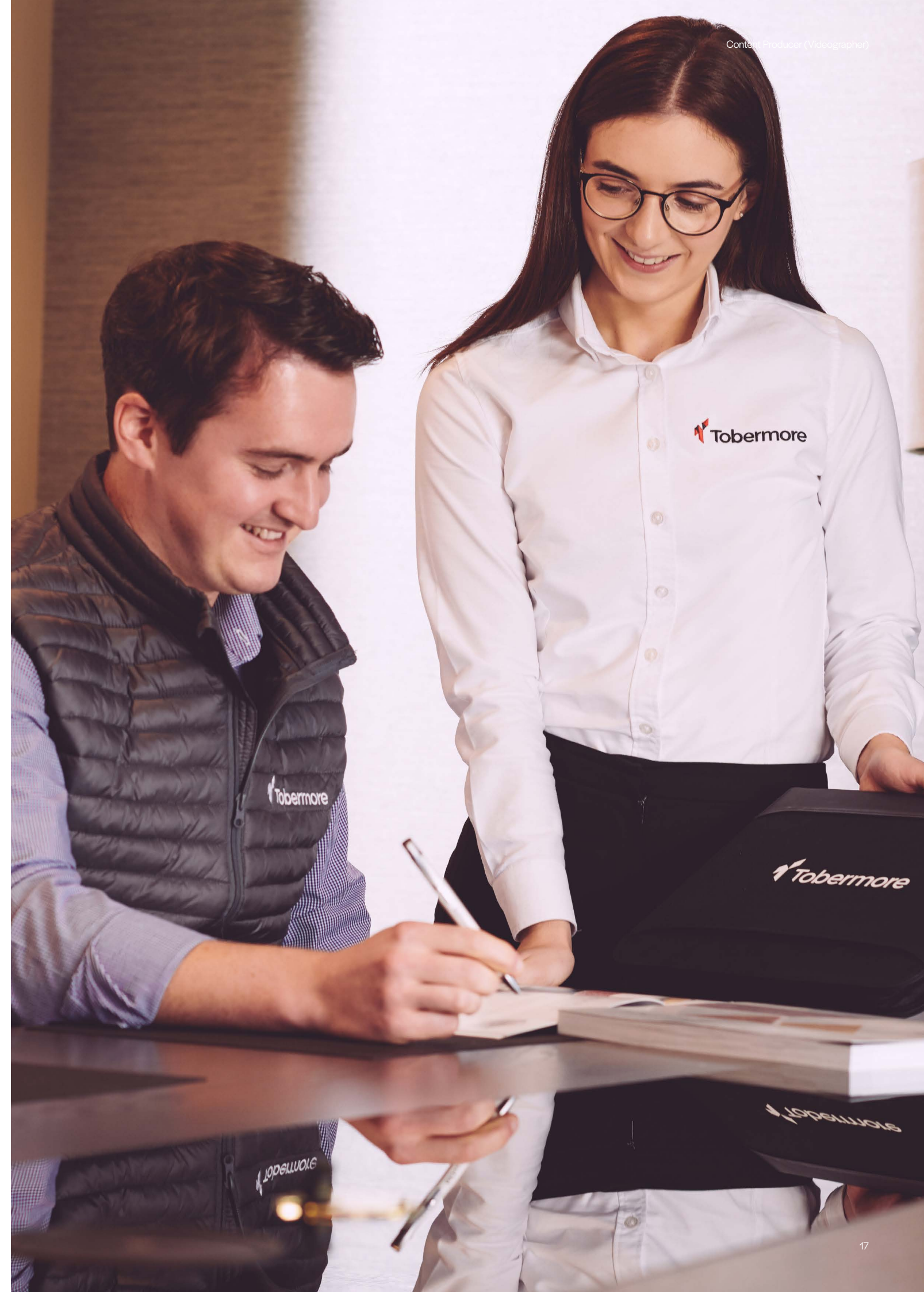
-  Adaptable
-  Honest
-  Helpful
-  Hard working
-  Humble
-  Motivated
-  Respect
-  Solution-focused
-  Can-do/positive mindset
-  Resilient

RELIABLE

-  Trustworthy
-  Committed
-  Professional
-  Integrity
-  100% responsibility
-  Punctual

TEAM

-  Togetherness
-  Coaching
-  Inclusive
-  Collaborative
-  Engaging
-  Open & honest communication



Local schemes

See more online at: www.tobermore.co.uk/projects



Marlmount Housing Development, Dundalk



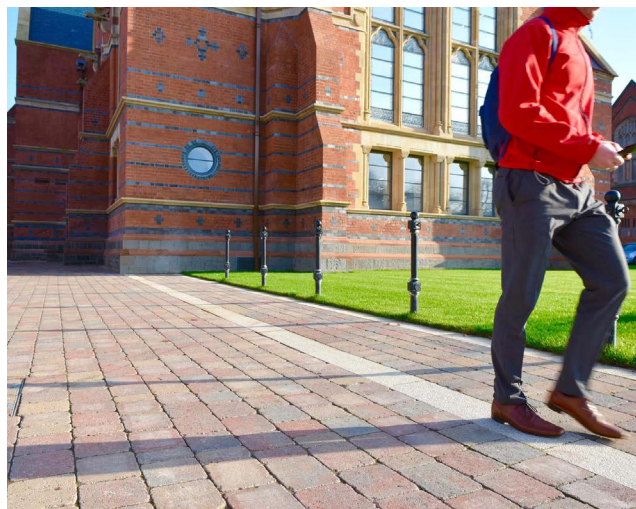
Rossharbour Resort, Fermanagh



Medicines Manufacturing Innovation Centre, Glasgow



Hunsdon Lodge, Hertfordshire



Queen's University, Belfast



Belltree Park, Dublin



Join an employer who cares

Tobermore is committed to looking after the environment around us

We care about our impact on the global environment, so we invest in a robust programme of continuous environmental improvement with a dedicated sustainability committee.



Energy

We are reducing our carbon footprint by hundreds of tonnes each year by investing in the production of our own clean energy output from solar panels and a 250kw wind turbine.



Waste

We have reduced our waste to landfill to zero through a process of continual improvement in production efficiency and the 100% recycling of manufacturing residue.



Transport

We maximise transport efficiency, through our "on time and in full" policy. All loads are despatched from a single site and vehicle use is optimised through back loading.



Water

We recycle 100% of the water used in our manufacturing process and manage our use of this precious resource by investing in systems to harvest rainwater.



Recycled Packaging

Our 100% recyclable polyethylene packaging contains 30% recycled material. By using recycled material, we have decreased waste and reduced our packaging-related carbon footprint by 20%.



Environmental Product Declarations (EPDs)

As part of Tobermore's ongoing commitment to sustainability, we have published a library of Environmental Product Declarations (EPDs).

Tobermore

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