

Content Creator: Video

RUStudentLife

Position Information

Position Title:	Content Creator: Video
Number of positions:	2
Salary rate:	\$16.00/hr
Hours per week:	10
Email your application to:	Ariana Spencer, Digital Marketing Storyteller ariana.spencer@ryerson.ca
Application requirements:	<ul style="list-style-type: none">● Resume detailing relevant experience in video creation, pre-production planning, post production editing● Cover letter detailing your interest in the role and also providing answers to the following question<ul style="list-style-type: none">○ With work and school being mainly virtual in the Fall due to the COVID-19 pandemic, how would you best capture the stories and experiences of Ryerson students in an online nature via video?● Confirmation of your Career Boost eligibility (mandatory)● Portfolio/demo reel of video work

Position Description:

The primary focus on the Content Creator: Video role is to create short and long-form videos that engage with topics of interest to the students at Ryerson University. The Content Creator: Video will create regular video content that inspires and interacts with Ryerson students, connects students to campus support services, connects to current trends or events, tackles critical subjects and coordinates with the ongoing goals and content plans of RU Student Life. Visual storytelling captures a variety of senses and therefore invites a variety of formats and responses. The Content Creator: Video will be responsible for contributing ideas to the overarching RU Student Life content plan which will outline content to be created through the semester. The Content Creator: Video will work to create dynamic, original and entertaining content that connects with the Ryerson Community.

Responsibility Breakdown:

- Regular (weekly) creation of original video content to be posted to Youtube and/or other social media platforms - (30%)
- Practice a variety of formats for visual storytelling (ex. Streeters, interviews, events, documentary etc) - (30%)
- Plan and participate in in the pre-production, production, and post-production phases of multimedia creation - (30%)
- Attend team meetings, 1:1 check ins and collaborate with other members of the team - (10%)

Technical or Software Knowledge Required:

Advanced (required):

DSLR or professional video recording

Video editing

Audio recording

Lighting & set dressing

Pre-production planning (storyboarding, shot list etc)

Youtube

Adobe Premiere and/or Final Cut Pro

Safe Handling of equipment

Assets:

Other platforms in Adobe Creative Cloud (After Effects, InDesign etc)

Comfortable on camera as well as behind

Photography

Colour grading and correction