

Videographer

Lightfoot is an award-winning, government-backed clean technology engineering company that is helping to make roads safer, the environment cleaner and business vehicles less expensive to run.

Backed by Innovate UK, Lightfoot rewards better drivers with a platform that monetises good driving.

A 'Fitbit for cars and vans', Lightfoot is pioneering a new standard for measuring efficient driving. Lightfoot's technology has been developed in partnership with the Institute of Advanced Motorists and leading driver-behavior experts at Bath University. Using advanced, real-time engine analytics, that measures different factors such as load and road gradients, it provides live, in-cab coaching to help drivers improve efficiency and safety.

Job Outline

The Videographer will be responsible for planning, producing, shooting, and editing films for marketing purposes to engage with potential and existing customers.

Roles & Responsibilities

- Working with different teams to generate ideas and establish the creative direction for each video (including scripting and storyboarding) and interpreting briefs and turning them into implementable plans.
- Managing and directing shoots - working with customers when required and using a range of different interviewing techniques to capture the stories and accounts of the different people in the videos.
- Filming and editing high quality videos that adhere to brand guidelines and meet the requirements of the initial brief
- Owning the entire lifecycle of a variety of film projects from case studies to practical explainer videos and compelling content for social media
- Capturing and editing still images to a professional standard
- Staying abreast of new video formats and editing styles and learning how to incorporate them.
- Organising workload to ensure all projects are produced on time, to an agreed brief, budget and to a high standard
- Managing all filming equipment and requesting additional equipment as required and ensuring the necessary equipment for a shoot is present and working.

Desired qualifications, skills and experience

- Self-shooting experience and be familiar with semi-professional digital cameras (eg Canon C300, Sony PXW-FS5, or DSLR with sound rig) and both radio mic and boom sound recording - **essential**
- Experience of both location and studio shoots – **essential**
- Experience of making products look good on camera - **essential**
- Stills photography skills - **essential**
- Strong knowledge of film lifecycle and project management - **essential**
- Good eye for staging, utilising lighting, sound, and framing – **essential**
- Strong communication skills with the ability to confidently communicate with senior management and customers – **essential**

- Video editorial and how to tell a story using the medium – **essential**
- Trained in Adobe Premiere Pro editing – **essential**
- Able to handle actuality-based footage as well as graphic-heavy edits – **essential**
- Formal qualifications. A video production background is beneficial for this role, preferably to a higher education level – **essential**
- Ability to communicate effectively with staff and external contacts at all levels - **beneficial**
- Experience of Premiere Pro and After Effects - **beneficial**
- Photography experience – **beneficial**
- Any formal experience in video production companies or freelance - **beneficial**

Personal characteristics

- Creative
- Proactive and forward-thinking
- Confident in all forms of communication
- Organised and attentive to detail
- Able to work both independently and as part of a team
- Able to work efficiently and in line with processes
- Personable and social
- Honest, credible and trustworthy
- Comfortable working in a fast-paced environment

Salary & Benefits

- £22,000 to £26,000 depending on experience
- Hybrid working
- Membership of employee bonus scheme
- 24 days leave entitlement plus Bank Holidays (pro rata) plus your birthday off
- Health and dental support
- Your own Lightfoot and associated benefits

Location

- There is the opportunity for Hybrid working (office & home working). Office space based on the outskirts of Exeter.