

Video Editor Job Description



Role Summary:

The Video Editor will be responsible for producing compelling video content which will help to inform, engage and inspire diverse audiences, ultimately driving the further uptake of Carbon Literacy and impactful climate action.

Role Title: Video Editor
Team: Marketing & Communications Team
Responsible to: Creative Communications Coordinator
Responsible for: Volunteers and Interns as required

Rate: FTE range: £24,000 - £28,000 (dependent on experience)

Hours: This role is full-time (37.5 hours per week).
The minimum commitment is **4 days** per week.
Our usual working day is 9:30 to 17:30.
This is a freelance role, so working hours are flexible.

Location: We offer the choice of working from our Manchester office, hybrid or remote working. You will be required to travel to Manchester or other locations for key events.

Application Deadline: 5 pm, Monday 6th January 2025

About The Carbon Literacy Project:

The Carbon Literacy Project is a celebrated, multi-award winning, globally unique climate change project founded in Manchester and a registered charity (The Carbon Literacy Trust, Reg Charity No 1156722) based at Manchester Metropolitan University's Innospace. Carbon Literacy offers a unique and flexible framework for a day's worth of highly relevant climate change learning, and with large-scale take-up across the UK and Europe. Over 110,000 learners have now been certified as Carbon Literate.

Carbon Literacy learning and certification covers the essentials of climate change, carbon footprints, how an individual can 'do their bit', and why it is relevant from an individual to organisational level. Carbon Literacy is aimed at three distinct audiences – those that live, those that work, and those that study. As the certification body, this enables The Carbon Literacy Project to capture all audiences with its aim to offer every citizen Carbon Literacy training. As the certification body, we directly advocate for the delivery and uptake of Carbon Literacy training, support organisations, trainers and individuals to do so, and actively work to create low-carbon culture change.

Role Description:

As Video Editor, you will join our Marketing and Communications Team, helping us to develop video as a key part of our marketing and communications strategy. You will work closely with our Creative Communications team to produce and edit engaging video content that supports our brand's presence across various digital channels. You will play a critical role in helping to inform, engage and inspire our audience through the flourishing medium of video to promote the further uptake of Carbon Literacy and drive impactful climate action.

You will oversee the video production process, primarily editing new and existing raw footage to produce compelling video content about Carbon Literate individuals, organisations and trainers for our diverse audiences and platforms, aligned with strategic marketing and communications goals. You will also collaborate with stakeholders throughout pre- and post-production, film video content when needed, and manage our growing video library.

Responsibilities and Duties:

- Oversee and execute the video production process, working both independently and collaboratively with team members to conceptualise and storyboard videos which align with marketing and communications goals.
- Edit short- and long-form videos for The Carbon Literacy Project's website and social media platforms (YouTube, LinkedIn, Instagram), as well as for in-person events, using storytelling to create compelling narratives.
- Plan, manage and coordinate video projects by liaising with stakeholders to understand briefs and deliverables, and collaborating throughout pre- and post-production to incorporate feedback and finalise edits.
- Create campaign-specific content, such as promotional trailers and educational videos, to effectively communicate objectives and engage target audience personas.
- Develop explainer videos that simplify key concepts and processes, making them accessible to diverse audiences and fostering deeper engagement with our work.
- Design and integrate animations, graphics, and motion effects to elevate video content, ensuring a seamless visual narrative across all digital platforms.
- Handle and organise new and existing raw video files of various formats, (including interviews, event footage, and educational content), identifying impactful segments to align with the brand strategy.
- Ensure videos meet Project specifications, including accessibility requirements and brand guidelines.
- Film content as necessary, capturing in-person footage, while organising and coordinating filming days for campaigns and video projects.
- Maintain a well-organised digital library of raw and edited video footage for easy access and retrieval of video content.

Skills and Experience

Essential

- Proven experience as a Video Editor with a strong portfolio showcasing video editing expertise and creative approach.

- Have a strong understanding of the video production and editing processes, from inception to delivery.
- Proficient in Premiere Pro (knowledge of other video editing software is a plus, but not essential).
- In-depth understanding of video composition, storytelling, video trends, and visual aesthetics, with the ability to maintain consistent brand identity across all video content.
- Experience with and access to videography equipment.
- Strong attention to detail, accuracy and a keen eye for visual storytelling.
- Knowledge of animation software and techniques, including the ability to create dynamic motion graphics.
- Excellent communication skills, with the ability to collaborate effectively with team members and stakeholders.
- Strong organisational skills, with the ability to manage own workload and meet cascading timelines.
- Understanding of and commitment to the mission and values of our climate engagement charity.

Desirable

- Qualification in Film Studies, Media Production, or a related field, or certification or training in video editing software.
- Proficient in full Adobe Creative Suite (After Effects, Illustrator, Photoshop, Animate).
- Certified as Carbon Literate.
- Experience volunteering or working with a charity, particularly in the field of sustainability and the environment.
- Familiarity with Salesforce, Slack, and Microsoft Suite, or comparable platforms.

Person Specification

- Comfortable working in a dynamic environment where work is varied, fast paced, and hugely rewarding.
- Ability to work autonomously, as part of a team and as a collaborator.
- Used to juggling multiple tasks and effective at prioritising.
- Proactive and passionate about the role that all individuals and organisations can play in creating a low-carbon future.
- Passionate about mitigating the climate crisis.

The Carbon Literacy Project is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of flexible working arrangements to support people from different backgrounds. We particularly encourage applications from individuals who are Black, Asian, or belong to an ethnic minority in the UK, as well as those from working class backgrounds, and those living with disability, all of whom are currently under-represented within The Carbon Literacy Project and the wider environmental sector.

Application process

Please apply using the form [here](#). There is a section to attach a CV. Please do not attach a cover letter as this information is covered within the form.

If you have any additional questions, please email careers@carbonliteracy.com.

The Carbon Literacy Project,
info@carbonliteracy.com • carbonliteracy.com

All information will be treated in strictest confidence and used only within The Carbon Literacy Project and its associated projects. Information will be stored electronically. No information will be passed on or contact made with any third party without your permission.