

## **Digital Video Content Creator**

As a bilingual Digital Video Content Creator at Atlas Films Inc, a successful candidate will create videos that tells stories, promotes products, and enhances the brands of our clients. They will be interested and/or experienced in marketing, digital media, and social media. We are looking for a storyteller, with a passion for sharing and/or creating these stories through video. In addition, a candidate should:

- Understand the impact video content makes with our audience. You take as much pride in a 30-minute documentary as you do in a short 30-second mobile promotion.
- Be creative and able to work with subject matter experts to turn ideas into compelling scripts that are shared through video.
- Provide feedback to SME's on project timelines, potential challenges, and suggestions and ideas to take a project idea from concept to completion.
- Use a variety of technical skills and software to complete production, including Davinci Resolve, Adobe Premiere, and Adobe After Effects
- Possess strong writing and verbal communication skills.
- Work in a team environment, with stakeholders from a wide variety of departments, including corporate communications, marketing, design, and social media.

Digital Video Content Creators have a strong combination of creative, marketing, and technical skills that digital agencies, large corporations, start-ups, non-profits, and tech-savvy companies covet. They are often responsible for creating content and telling stories through video. They create marketing videos used for recruiting, social media campaigns, to be uploaded to the company social media sites, and to sell/promote the company brand.

A Digital Video Content Creator works closely with clients, corporate communications, and marketing teams to develop, plan the shoot, edit, and distribute video via YouTube, Facebook, Twitter, Snapchat, mobile applications, and/or internal or external audiences. They also work in post-production and ensure videos meet brand standards/guidelines before “launch” or being published.

### **What does a Digital Video Content Creator do, typically?**

#### **Use a variety of digital skills to edit/distribute video**

Digital Video Content Creator spend about 30% of their time devoted to preproduction, planning, client interactions and filming. 70% of their time using video editing software, digital audio workstation, and other digital media creation tools to shape a video and meet the clients needs.

They work closely with marketing team members, graphic designers, and corporate communication leaders to ensure videos meet company guidelines and brand standards. In some ways, Digital Video Content Creator are jack-of-all-trades in the digital marketing landscape, spending some days “on-site” where the video is being shot, and other days in the office editing video, creating video snippets for various social or media channels, developing copy for the video delivery, such as for a landing page, or for a social post.

They can also ensure the technical quality meets compliance standards, and/or best represents the company/client the video is created for. Digital Video Content Creator tell stories through video and then edit/distribute the video based on project scope or client needs. Video content could include client or subject matter interviews, customer testimonials, features or “news” stories. They may add graphics/charts and other visual elements to the video, including animation. The bottom line is that Digital Video Content Creator create a variety of multimedia content that engages an audience.

### **Use a variety of digital and technical skills**

It's no secret that a strong understanding of the latest software programs is invaluable in the digital marketing space, and the same is true for Digital Video Content Creator. In addition to understanding the storytelling aspect and shooting/editing video, Digital Video Content Creator should understand programs such as Davinci Resolve / Fairlight, Adobe Premiere, and Adobe After Effects. The ability to create multiple formats of one video is helpful, and using these programs, along with the above digital/marketing skills, are important for any content creator.

A high level of computer and technical knowledge is required. We work in a networked computer environment, with shared storage, backups with checksum verification, various video and image file format standards both past a present. During production, we use digital cinema cameras as well as fully digital sound recording equipment.

### **Use their soft skills to communicate with and work in a team**

Digital Video Content Creators must have strong soft skills, as well as project management skills. Just like say, IT professionals, Digital Video Content Creators must be able to communicate the technical details of a video project to these stakeholders, in a manner they can understand. If the video content does not meet project expectations, they need to explain why in a manner that stakeholders can understand.

The key soft skills are verbal and written, as well as strong attention to detail. They will sit in meetings, on conference calls, use collaborative software tools and email to communicate. They must also be able to work in a team environment and collaborate with many different departments to achieve goals. They must also be able to adjust, as a project needs change, and be able to meet regular and sometimes tight deadlines. Being flexible and having a positive attitude are also key soft skills of a good Digital Video Content Creator.

### **How to apply?**

Send your resume to Evar Simon at [evan@atlasfilms.ca](mailto:evan@atlasfilms.ca)

**This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy.**

**For more information about the DS4Y program in New Brunswick, please visit <http://www.cybernb.ca/DS4Y>**