



VIDEO PRODUCER
SYDNEY

Are You A Gun Video Producer? The Urban List Wants YOU!

The Urban List is on the hunt for a new Video Producer to join our Studio team in Surry Hills, Sydney.

As a digital start up and Australia's largest lifestyle publisher, The Urban List offers an extremely fast-paced, exciting, nimble environment in which to hone your skills.

The Urban List are lovers of food, drink, travel, culture, GIFs, and above all, our cities. Over the last 6 years we've built one of Australia's fastest growing lifestyle platforms and influential content marketing channels — we have a loyal and rapidly growing readership (2.7 million+ visitors/month) — and are increasingly attracting the attention of some of the world's most prestigious brands.

We are driven by creativity, innovation, and doing things that no one else has done before, creating daily content that guides and optimises the lifestyles of our readers.

The Urban List Video Producer role is a vibrant and diverse role, working with the Branded Content Director and Studio team to develop and execute best-in-class video campaigns for our brand and agency clients. You will also work in collaboration with our Editorial team on organic video content.

We are looking for a “digital native” with skills across filming, editing, and developing high-impact and market-leading video strategies. Previous experience working with a digital publisher is ideal.

The Studio forms part of the The Urban List's strategy to align with the growing demands of our clients and the needs and wants of our 2.7 million monthly readers. The Studio operates across all seven Urban List markets and combines expertise across strategy, native content, video, digital design, events and account management.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Work closely with the Branded Content Director to deliver market leading content campaigns for our portfolio of high-end consumer brands and agencies.
- Pre-production: Script, storyboard, budget, allocate resources, set deadlines, develop production schedules and select optimal forms of media for projects
- Post-production: Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organising raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving project media
- Manage video library
- Evaluate analytics
- Develop and execute digital and social video strategies

KEY REQUIREMENTS

- Minimum 2 years experience in a similar publisher role
- Strong filming and editing skills
- Excellent knowledge of what video works, and how to create it
- Attention to detail and a desire to deliver work of the highest calibre a must.
- Excellent interpersonal, written and verbal communication skills.
- Enthusiastic demeanour, actively engaged in generating and executing ideas.
- Strong organisational skills and time management.
- Actively engaged with local happenings and activities.
- Proactive, enthusiastic learner, dedicated to building skills and expertise in digital media and video content to brands and agencies.

QUALIFICATIONS

Complete tertiary qualifications in Marketing, Film Production, Advertising, Journalism and/or Communications

TERMS OF EMPLOYMENT

Initial 6-month contract (five days per week) with the option to extend.

APPLICATION PROCESS

Sydney Applications:

Please send the following to Leni Andronicos, Branded Content Director, The Urban List
landronicos@theurbanlist.com

- A cover letter
- Your resume
- 5 x examples of film work
- 5 x examples of edit work
- 2 x examples of content campaigns you love and what makes them great