

VIDEO EDITOR / MOTION GRAPHICS DESIGNER

JOB DESCRIPTION

LOCATION	London	
JOB PURPOSE	<p>As NAE's Video Editor, you'll be passionate about using video for storytelling to help bring our brand to life in creative and engaging ways. You'll work collaboratively with our central, regional and school teams and will manage material such as broll, dialogue, music, graphics to produce films that showcase the incredible learning experience our schools offer to all of our students across the world.</p> <p>You'll always find creative ways to bring our brand to life in motion graphics across our existing range of videos. And you'll also understand that creativity is key to deliver commercial objectives, that's why you'll develop videos, focused on our brand positioning, to tackle different business objectives through campaigns (e.g. explaining our offering or our curricula) and social organic posts in a creative and compelling way.</p> <p>You'll be passionate about showcasing the NAE brand in every possible touchpoint, including our newly launched websites. You'll develop snippet videos from our extensive library of broll for our schools and find new opportunities to showcase the NAE brand on video on our websites.</p> <p>You're a key brand ambassador and you'll help us show the amazing offering Nord Anglia has, making it a brand that our parents, students, and colleagues across the globe love.</p> <p>You'll be passionate about using education to make a difference in the world, so will want to join us in sharing our message with as many people as possible.</p> <p>This means, as a member of the brand team, you'll develop world class videos to support our schools and central functions so Nord Anglia is positioned as the first choice for parents in each market.</p> <p>You'll be a genuine team-player who'll work across our global organisation to come up with new ideas to bring our vision to life. These ideas will strengthen our reputation and, as a result, our commercial performance.</p>	
REPORTING TO	Senior Brand Manager	
DIRECT REPORTS	N/A	
OTHER KEY RELATIONSHIP	<p><i>Internal</i></p> <ul style="list-style-type: none"> • Central Marketing, Admissions and Communications Team • Regional Heads of Marketing • Directors of Admissions and Marketing in our schools • Marketing Managers in our schools 	<p><i>External</i></p> <ul style="list-style-type: none"> • Brand / Marketing Agencies

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
PLANNING	
<p>You'll understand the importance of having a great plan, its integral to what we do, but you'll see the value in being flexible, so adapt and pivot to meet the organisation's needs.</p> <p>You'll...</p> <ul style="list-style-type: none"> • understand our brand and find creative ways to bring it to life in a wide range of collateral. • focus on creative output. Making sure that we are delivering and providing great assets, support and value to our regions and schools. • support in the project management of global initiatives, to help us deliver on time and on budget. • work with our central team to align our plans with the wider MAC team, so we all work to the same goal. 	<ul style="list-style-type: none"> • Execution on time and in full • Stakeholder feedback
DRIVING PERFORMANCE	
<p>You'll see the value in data and insight to drive performance and then share this with others to spread the word and land the learning.</p> <p>You'll...</p> <ul style="list-style-type: none"> • understand that creativity should leverage our brand to deliver commercial objectives and brand positioning. • look at our competitors, evaluate what they are doing to ensure we are differentiated. • look at marketing trends in creative, and share ideas with the team to move our initiatives and campaigns forwards. • know what success looks like, by making sure we're always measuring our campaigns to super clear commercial metrics and learning from performance. • support the team to improve brand knowledge working with regions and schools to keep everyone on top of their game. 	<ul style="list-style-type: none"> • Campaign performance metrics (digital, reputation, reach) • Growth in awareness of NAE (Nord Anglia Education) brand as measured by brand health track • Stakeholder feedback
EXECUTION	
<p>Always outstanding in everything you do, you'll build outstanding relationships right across Nord Anglia and beyond, to execute on our plans.</p> <p>You'll...</p> <ul style="list-style-type: none"> • be passionate about showcasing the NAE brand in every possible touchpoint. • support the team to deliver key brand marketing activities. • be a brand ambassador within the Marketing team, and the central office providing helpful and constructive feedback to teammates and providing brand advice when needed. • be the ultimate team player; work hand in hand with digital, communications, market research and admissions team members to align on everything that we do. • support to keep our brand assets fresh and engaging, regularly partnering with agencies and in house creative to evolve and develop new materials so we are always one step ahead. 	<ul style="list-style-type: none"> • Employee performance review rating(s) • Stakeholder feedback

BUILDING REPUTATION

Working closely with the Brand team you'll drive consistency which will inspire and engage our schools.

You'll...

- use your creative expertise to support to develop new, differentiated marketing videos and campaigns to support our schools with best-in-class assets.
- act as a creative soundboard, advising regional and school teams on materials that have been developed.
- understand that consistency is key for a successful brand and the role guidelines play in this is of paramount importance. You'll be excited to think how our brand can be codified in a way it allows for creativity, consistency and best in class collateral.

- High quality materials sharing key campaign messages delivered on time
- Development of toolkits and guidelines
- Annual table-top review of created assets to check brand consistency

OWNING YOUR OWN DEVELOPMENT

You'll own your career at Nord Anglia, starting with being a lifelong learner for your own professional development.

- Find new ways to develop your skills for your job, but you'll also learn more about our other MAC (Marketing Admissions and Communications) functions too.
- You'll make sure you're always working across the MAC team so you're able to identify which admissions, communications, CRM, digital and research opportunity can make our campaigns even more successful.
- You'll share what you learn with your team-mates too, so you're always passing your knowledge on.

- Positive performance appraisal

PERSONAL SPECIFICATIONS – Skills, Knowledge and Experience

As an expert, here's what we expect:

- Experience in similar roles.
- You are a skilled storyteller, and you know how to work with existing video material to select the best footage to tell a compelling story.
- You have extensive knowledge of After Effects, Premiere, Final Cut and developing motion graphics.
- You have experience managing the full creative process, from brief to delivery.
- You have a creative mind and excellent attention to detail.
- You are passionate about creative and design and will find creative ways to bring our brand to life.
- You are a passionate brand guardian, and you make sure all creative outputs are on brand and delivered to the highest standard.
- You can work in a fast-paced environment and deliver projects in a minimal amount of time.
- You're great at working to timeframes, so you never miss a deadline.
- You'd like to work in a purpose-led sector.
- You are always up to date of new creative trends.
- You have filmed videos, running interviews with talents and have experience writing scripts.
- You have experience developing guidelines for different audiences.

Essential

Desirable

PERSONAL ATTRIBUTES

As our team-mate, here's what we expect:

- You love being part of a team – it's what gets you up in the morning.
- You're commercial – you'll love using your ideas to help us grow even faster.
- You run it like you own it – always driving for results and building great relationships across Nord Anglia.
- You get the job done – every time and always to the deadline, and it's always excellent.
- You're entrepreneurial – you're agile and always finding opportunities to do things differently and better.
- You're resilient – you'll speak up and speak the truth as a trusted advisor.
- You're humble – you'll know what you're great at, and where you're not quite so strong.
- You're a listener – so you really understand what's being said.
- You're calm under pressure – you'll keep cool when the going gets tough and know when to slow down your thinking.

CREATE YOUR FUTURE

We're [Nord Anglia Education](#), the world's largest premium international school's organisation. Every day, our teachers help 70,000+students achieve more than they ever imagined possible. When you join Nord Anglia's Marketing Admissions and Communications team, you'll become part of a global family of talented and creative experts working for a fast-growing premium international brand.