

JOB DESCRIPTION

Job/Role Title:	VIDEO PRODUCTION EXECUTIVE
Reporting to:	DIRECTOR OF COMMUNICATIONS AND DIGITAL
Location:	WS OFFICES (with extensive travel requirements)

Background

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC).

World Sailing is responsible for:

- the promotion of the sport internationally;
- managing sailing at the Olympic and Paralympic Games;
- developing the Racing Rules of Sailing and regulations for all sailing competitions;
- the training of judges, umpires and other administrators;
- the development of the sport around the world; and
- representing the sailors in all matters concerning the sport.

The principle members of World Sailing are the 145 'Member National Authorities' (MNAs) and the 100+ 'Class Associations'.

We have a clear and ambitious vision:

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

Our mission:

To make sailing more exciting and accessible for everyone to participate or watch, and use our reach and influence to create a sustainable future for our sport and the waters of the world.

The Communications and Digital team has a broad set of responsibilities, delivering crucial support to the key activities of the wider organisation and managing the promotion of the sport of sailing, including:

- Communications: developing and implementing World Sailing's communications strategy at large including corporate and sporting focused activities to sailing, sporting and all global media across multiple owned, secondary, paid and earned channels to raise the profile of the sport globally. Furthermore, protecting World Sailing's brand through issue, incident and crisis communication planning.
- Digital: managing World Sailing's digital properties on sailing.org, ensuring effective promotion of sailing across the digital sphere and ensuring all opportunities to promote on other channels is exploited.
- Broadcast: delivering high quality broadcast output to the world's leading broadcast networks and OTT platforms through innovative broadcast techniques at World Sailing's portfolio of events and identifying further opportunities to showcase sailing outside of

events.

- Social Media: promoting the sport through World Sailing's extensive portfolio of owned social media channels across Facebook, YouTube, Instagram, Twitter and more, ensuring active engagement with World Sailing's fanbase and using a data driven approach to increase engagement, boost fan numbers and create content.

Key Responsibilities

Videography and Editing

- Responsible for delivering World Sailing's video output out of World Sailing's In-House editing facility in London to strict deadlines in line with World Sailing's content calendar
- Edit videos and animations for the annual World Sailing Awards including welcome film, Rolex World Sailor of the Year Nominee profiles, nominee reels for World Sailing 11th Hour Racing Sustainability Award, Team of the Year Award, Hempel Boat of the Year Award, Beppe Croce Award and President's Development Award
- Edit videos in advance of World Sailing's Mid-Year Meeting and Annual Conference including welcome films, Forum videos, Council videos followed by filming and editing daily video reviews at the meetings
- Film and edit videos as well as animations for the eSailing World Championship
- Create promotional content for World Sailing's portfolio of events
- Deliver video content for World Sailing's partners.
- Work closely with the Social Media Executive to create platform specific content for World Sailing's Social Media channels
- Produce scripts and storyboards
- Film and edit content as and when directed by the Director of Communications and Digital.

Digital Media management

- Maintain and manage World Sailing's video archive
- Maintain a content partnership with other stakeholders including MNA's, class associations, Special Events and broadcast production partners jointly with the Social Media Executive.
- Ensure World Sailing's video archive is kept up to date and regularly backed up
- Liaise with third-party contributors
- On and off-race content capture
- Identify monetisation opportunities for World Sailing's content including licensing of footage and advertising opportunities on digital platforms
- Jointly, with Director of Communications and Social Media Executive, manage digital/social posting in line with staff rota

Event Media

- As directed by the Director of Communications and Digital, to attend World Sailing events as required, and within this, on event:
- The production of video content including highlights, VNRs and features, in line with event strategy
- Supporting World Sailing's Host Broadcaster at the Hempel World Cup Series and other events

Broadcast

- Shadow the Director of Communications and Digital to deliver invitation to tender documentation for host broadcast and distribution opportunities at World Sailing events
- Work with World Sailing's appointed Host Broadcaster to deliver broadcast production from pre-event planning, event delivery and post-event debriefing
- Work with World Sailing's appointed Distribution Partner to ensure World Sailing's distribution strategy is being delivered.

Role

This is an exciting opportunity to work at the forefront of World Sailing's digital, broadcast and in-house content production and drive the exposure of the sport forward with the wider Communications and Digital team.

Millions of fans watch and engage with World Sailing's content across social media, linear television and OTT platforms. This is a role that will require an in-depth knowledge of editing packages, camera operations and the wider broadcast and content landscape.

The individual will need to know what it takes to bring the right feel and expression to World Sailing's video production whether it be producing partner content, a regatta update or shooting an original video.

The individual will need to help build respect for World Sailing, establish trust in its people and actions, and importantly inspire people to follow and engage with the sport of sailing.

The role also has a broader communications and digital function to support the general news production, management and distribution, as directed by the Director of Communications & Digital. The nature of events means that there will be aspects of multi-tasking and ad hoc requirements, and a can-do attitude to getting work done is essential.

Given the nature of an international federation – there is the need to coordinate activities with multiple parties, including but not limited to the MNA's, class associations, sailors, boat builders and IOC, IPC, ASOIF etc.

Relationships & Interfaces

Strategic reporting to:

- Line Manager – Director of Communications and Digital

Support & Guidance to:

- Stakeholders in sailing community e.g. MNA social/digital teams
- Key Partners
- World Sailing staff

Personal Attributes & Experience

Essential experience:

- 2-4 years previous experience working within broadcasting and content production
- Experience of delivering regular, daily content to a fixed content production calendar
- Strong background in creation of content for digital, social media and broadcast
- Creative background – able to find new and innovative ways to tell stories
- Able to manage multiple video edits with strict deadlines in a fast paced environment focused on quality and able to adapt quickly to changes in approach
- Experience managing and delivering across a range of stakeholders
- A track record for meeting and exceeding goals within strict timeframes

Essential skills:

- Working knowledge of Adobe Premiere Pro, Adobe Media Encoder, Adobe After Effects and Adobe Photoshop
- Experience using a wide range of cameras including compact cameras, DSLRs, XDCAMs, GoPros and DJI products
- Experience using audio (microphones) and lighting (handheld / spotlights) equipment
- Good understanding of codecs and encoding for a wide variety of platforms
- Knowledge of post-production procedures, techniques and standards
- Excellent command of written English (official language of World Sailing)
- Attention to detail, e.g. grammatical, ensuring publication of correct information
- Photo and video library management experience
- Outstanding creativity in content creation
- Experience working within the sports environment
- Completely comfortable working irregular hours and extensive international travel
- Languages: excellent written & verbal English plus a second European language is desirable.
- Full driving license

Helpful:

- Understanding of sailing, knowledge of its history and key people
- Understanding of filming sailing on the water
- CAA licensed drone pilot
- Experience in stop motion animation
- Graphic design skills