



JOB TITLE:	Motion Graphics/Video Editor
DEPARTMENT:	Marketing
REPORTING TO:	Director of Marketing & Communications
SALARY RANGE:	£32,000 - £38,000
LOCATION:	London NW3 (Some remote working possible)
ANNUAL LEAVE:	28 days (including bank and public holidays)

ABOUT JW3

JW3 is a community charity, known for running the only Jewish Community Centre and cultural venue of its kind in the UK - open to all, regardless of race, religion, belief, gender, sexuality, ability or age. We opened our doors in October 2013 and before the first lockdown in 2020 had welcomed over 200,000 visits each year to our purpose-built venue in London, NW3. Our Cinema, Auditorium, Restaurant, Bar, Café, Nursery, and over a dozen other studios and spaces play host to a diverse, year round programme of events and activities in pursuit of our charitable mission, including adult education, language classes, theatre, music performances, youth activities, workshops and demonstrations, parties, talks and debates, films, family programmes and more.

Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life. Our Mission is to increase the quality, variety and volume of Jewish conversation in London and beyond. We aim to achieve this by...

- ...creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- ...offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief.

PURPOSE OF ROLE:

Working mainly with the wider marketing team, the Motion Graphics/ Video Editor will deliver the development, production and execution of JW3's video marketing, digital marketing and brand communications, as well as supporting the JW3 Digital Programme Lead with motion graphics and video content.

RESPONSIBILITIES & DUTIES:

- Video editing for marketing campaigns and for use in programmes and events, ranging across Vox Pops, sizzle reels, highlight videos, case studies, social media shorts
- Creating 2D motion graphics including animations, stings, interstitials, explainer animations/infographics
- Creating and touching up 2D visuals
- Working with creative teams to understand project scope and objectives
- Participating in creative brainstorm sessions and visual explorations for creative development; leading on creative for 2D projects
- Selecting audio, video, colour, and animation styles on each project
- Working to tight deadlines whilst not compromising on quality and creative



- Providing show-ready outputs to accurate specifications (traditional 16:9 and non-traditional aspect ratios)
- Proactively communicate issues, opportunities, and insights to the team
- Creating original animations in 2D using AfterEffects, including conceptual, storyboarding, designing, and animating
- Editing videos, input music, voiceovers, graphics and special effects with a seamless and clean finish
- Trimming footage segments and sequence videos to a professional standard
- Utilising assets to help us tell stories and reach our target audiences in powerful, entertaining and informative ways
- Creating rough and final cuts with multi-camera sequences
- Working with wider team from planning, production and post-productions
- Providing guidance and advice to consultancy team on video project proposals
- Continuously discovering and implementing new editing and animation technologies and industry best practices to maximise efficiency.

REVIEW ARRANGEMENTS:

This job information is not all-encompassing, and it is inevitable that over time that the emphasis of the job may change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this will be periodically reviewed and updated in consultation with the post holder to reflect appropriate changes.

PERSON SPECIFICATION

The successful candidate must wholeheartedly buy into JW3's mission, vision, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to high quality Jewish engagement, arts and culture, and community-building is critical.

Essential Experience

- Proven experience in a digital creative environment (minimum 3 years)
- Comprehensive Adobe Creative experience – advanced use of Photoshop, Illustrator, After-Effect and Premier Pro
- Experience of both Video and Motion Graphics creation for paid media.

Desirable Experience

- Experience working with illustrators to animate static content
- Photographing/videoing events for marketing purposes, and/or working effectively with professional photographers/videographers
- Experience working with paid digital marketing channels.

Skills and Knowledge

The successful candidate will have:

- Good knowledge of digital marketing channels and social media platforms.
- Good knowledge of the UK, and ideally Jewish, arts and cultural scenes and other promotional channels commonly used to promote arts and culture, family events, classes and courses.



- Ability to structure own time, use initiative, prioritise effectively to deliver on the key goals set with the Director of Marketing and Communication.
- Creativity and innovation - intellectual ability to think analytically and seek creative solutions to problems.
- Knowledge of the main target audiences, sites and areas relevant to JW3's activities.
- The ability to be a team player, and the confidence to take the lead and guide other departments on areas of expertise when necessary.

Personal Qualities

- We're looking for someone with an excellent eye for detail – ensuring all work leaving the creative department is of the highest standard possible, continuously reviewing work, and striving to improve the quality of creative work.
- You will be a natural collaborator – facilitating and improving lines of communication within the Marketing team and other departments. You will have a proven ability to explain your creative thinking, and guide stakeholder decisions.
- You will be curious – constantly keeping up to date on latest trends, innovations and progression in design. You will gather and absorb as many inspiring and creative ideas as you can and share with your team. What's new and exciting in our industry? What's going on in the wider world that might inspire our next project?
- You will always maintain a positive and solution-based attitude. We are considered the creative problem solvers and this needs to be evident in everything we do. The more impossible a task the bigger the opportunity is to excel, succeed and create.
- Deadline-oriented with the ability to prioritise and drive forward multiple projects at a time.