

POSITION DESCRIPTION

Digital Production Advisor

Reports to: Senior Manger Brand and Creative

Division: Marketing Division

Tenure: Fixed-term

Location: Hamilton

Date: June to December 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive studenty experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Marketing team's purpose is to provide best in class services which protect and build the reputation of the University amongst its diverse stakeholder groups and customers. The team, which forms part of the Office of the Vice-Chancellor, the administrative headquarters, and the Chief Executive office of the University, provides leadership in areas such as brand, marketing, and related communications activity, working closely with academic divisions and other functions across the organisation to support the achievement of the University's strategic goals.

2. POSITION PURPOSE

The Digital Production Advisor will be responsible for producing high-quality design and production of digital and multimedia materials (primarily video production) in support of the overall marketing strategy and plans.

This position also helps design and prepare University collateral materials across the print and digital medium, ensuring consistency with its visual identity, brand and mission with a goal of enhancing the University brand and reputation through the visual medium.

3. FUNCTIONAL RELATIONSHIPS

Internal: Senior Manger Brand and Creative
Brand and Creative team
Director of Marketing
Marketing Division
Office of the Vice-Chancellor (OVC)
Future Students
Student Services
Communications team
All University of Waikato Directorates, Divisions, Schools and Campuses
University of Waikato staff and students

External: Prospective students and influencers
Advertising, design and research agencies
Printers
Media as required (in conjunction with the Communications team)
Other contractors
Graduates of the Faculty (Alumni)

4. KEY RESPONSIBILITIES

Brand

- Help ensure print and digital marketing materials and content are produced to meet brand standards.
- Respond to requests for creative assets and logos.

Video

- Contribute to the development of creative concepts and help deliver University video projects including
- concept creation, directing, audio and editing. An ability to contribute to script writing would be valuable.
- Direct, shoot and edit final files for production and release.
- Ensure all footage is of the highest standard.
- Provide appropriate video and advice for internal and external parties (such as media).
- Maintain video standards on all channels.
- Assist the brand and creative team to provide support to the wider Marketing team on digital platform and video solutions for reaching target audiences.
- Monitor and maintain our video and audio equipment, and keep our tools current and performing well.
- Help to create and maintain a database of talent, including screening videos of future, current and past students to support content creation.

Photography

- Help provide photography support for the team and wider University. This may include photography for publications, collateral, digital and print media and events when required.
- Help provide appropriate imagery and advice for external parties such as media.
- Help advise on photography usage permission and talent consent.
- Support the development and maintenance of the Digital Assets Management (DAM) library which will
- provide the University with high quality, brand compliant creative assets including photography, video and templates for publications, collateral and advertising.

Design

- Utilise a range of media, including graphic design, to produce accurate and high-quality work to tight deadlines.
- Contribute to providing an internal creative and design service for Marketing and the wider University with a focus on producing publications, collateral, digital and print advertisements, images, videos, infographics, event expo designs, HTML newsletters and banners as required.
- Work cooperatively with internal and external stakeholders including but not limited to printers,
- copywriters, photographers, other designers, account executives, website designers and marketing
- specialists.
- Support the Senior Manger Brand and Creative to meet deadlines, contributing to the development of production schedules with clients and delivery to schedule.

Team Contribution

- Work effectively as a member of the Brand and Creative team to support other team members and provide support and/or coverage of functions.
- Work collaboratively to encourage transparency across activities, open sharing of knowledge, and the building of positive relationships to support a high-performance culture.
- Work with other team members on projects.
- Support a positive culture and morale.
- Comply with and undertake responsibilities set out in the University's Health and Safety Policy.

5. PERFORMANCE STANDARDS

The Digital Production Advisor will be performing satisfactorily when:

- The Marketing Strategy is supported by high quality video, photography and graphic design.
- The University brand is enhanced with stakeholders by use of high-quality video, photography and graphic design.
- Domestic and International initiatives are enhanced.
- A strong network of internal relationships with relevant specialists and subject matter experts throughout the University is maintained.
- Appropriate performance metrics are used to measure the effectiveness and success of initiatives.

- The University marketing team is aware of industry trends, applicable technologies and integrates appropriate new technologies.
- Initiatives support a positive student experience and relevant and meaningful relationships with students are developed throughout their whole University lifecycle (prospective, current, alumni).
- The calibre of University digital collateral enhances the positioning and reputation of the University of Waikato.
- University digital collateral has appropriate sign-offs according to brand policies.
- Marketing outputs show a professional level of content and design and understanding of the target audiences.
- Appropriate brand information and advice is provided in response to enquiries.
- A database of talent, including screening videos, exists across future, current and past students.
- Tasks are handled in a friendly, knowledgeable, and responsive manner.
- Professional relationships are established and maintained across the University.
- A culture of high performance is actively fostered across the team.
- The role has professional development that is in place and is clear.
- Safe and healthy work practices are followed.
- University policies and procedures, relevant work standards and statutory obligations are complied with.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- Qualification relevant field, or relevant industry experience.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- 4+ years of video experience.
- Experience of producing video/photography for online, social media.
- Extensive knowledge of Adobe Creative Suite.
- Proficient in video production (including creative concept development, filming and editing).
- Relevant work experience.
- Some experience in dealing with external/internal clients and agencies.
- Highly computer literate.
- Excellent planning and organisational skills.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi. Demonstrated awareness of Māori and Pacific cultures.
- Current full driver's license.

Preferred

- Experience in a creative or design agency.
- Experience in graphic design and print publications.

PERSONAL QUALITIES

- Passion for video production and photography.
- Innovative and solution focused.
- Have a keen eye and creative flare.
- Show initiative and ability to assume responsibility.
- Flexible and self-motivated.
- Collaborative team player.
- Ability to work under pressure and meet deadlines.
- Professional manner, ability to develop positive working relationships with colleagues and clients.
- Ability to work independently and with the minimum of supervision.
- Willingness to learn new technologies.
- Passionate believer in the value of education.
- Commitment to a culture of openness, flexibility, and co-operation to achieve excellence in academic programmes, research and service.