

## Content Creator (Video)

### About the organisation and department

The mission of Animal Aid Unlimited is to rescue and treat the un-owned street animals of India who have become ill or injured, and through their rescue inspire a community to protect and defend the lives of all animals.

We operate one of India's most active rescue services, responding to more than 50 calls on our helpline every day and involving thousands of Udaipur residents in the process of rescuing street animals every year. Our hospital and sanctuary (located in Badi, 10km from Udaipur) house a total of more than 600 animals (dogs, cows, donkeys, cats and other animals).

The social media department at Animal Aid is currently a small team but reaches a very large, global audience with animal welfare of all the un-owned street animals of India is at its core.

### Designation – Content Creator (Video)

Reports to – Head of Social Media Department

Number of positions – 1

### General purpose of the role

The Content Creator is responsible for the day to day management of the videographers and photographers in the hospital, ensuring the Animal Aid aesthetic is followed in footage and photos along with adhering to our video and photo guidelines.

The Content Creator works under the supervision of the Head of Social Media to complete the first edit of Youtube videos and other video projects. She / he is responsible to keep our social media content well organised following the organisational structure both in hardcopy and digitally.

### Key area of responsibility

1. Shoot videos on a DSLR camera.
2. Provide a first round edit of a video. Approximately 2-3 videos per week + special projects.
3. Propose creative ideas about how we can improve the videos and photographs taken.
4. Work with the copywriter to make captions for videos.
5. Manage and train the videographers and photographers and communicate with them effectively to achieve the Animal Aid aesthetic and guidelines.
6. Keep an organised physical and online diary of the video animals and their healing process.

# JOB DESCRIPTION

7. Review all the videos everyday and ensure the video / photographer staff are following our video guidelines.
8. Keep folders organised within the laptop and backed up on the harddrive.
9. Ensure the camera equipment is properly maintained and the equipment log is kept up to date.

## Experience, education and skills

1. Ideally has worked in a videography role previously.
2. Experience being around and caring for animals.
3. Ability and experience of shooting videos/taking photos with a DSLR camera.
4. Video editing skills (PowerDirector & Adobe Premiere Pro/Final Cut).
5. Confident organising with Google sheets and documents.

## Personal attributes

1. Understanding and sharing Animal Aid's mission and vision
2. Be an animal lover! You will be hands on with the animals. You need to be familiar with or willing to learn to understand the animal fully in order to be able to tell their story.
3. Fluent in Hindi and English (fluency in Mewari is a plus).
4. Excellent organizational skills.
5. Ability to communicate with staff from different socio-economic backgrounds and levels.
6. Can confidently manage people.
7. Ability to efficiently work alone and within a team.

**Animal Aid**  
Charitable Trust