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## Videographer - Wimbledon

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Who are Abel & Cole? Check us out at [www.abelandcole.co.uk](http://www.abelandcole.co.uk), <https://bcorporation.net/directory/abel-cole>, [Instagram](#) and [Facebook](#)

A pioneer of organic home delivery, Abel & Cole is a brand famous for seasonal organic fruit & veg. Since 1988 we've built close relationships with other brilliant organic pioneers in order to deliver a wide range of fantastic organic food to people's homes across much of England. We represent a refreshing alternative to supermarket shopping, but without being worthy or preachy. No air freight, no silly packaging, no nasty chemicals – just great food produced by people who really love what they do. We deliver to around 40,000 households and we employ nearly 600 great people. We consider ourselves bold, irreverent, genuine, friendly and honest, and it is crucial that this comes across in everything we do.

### **Role Summary**

We're on the hunt for a Videographer to join our ever-talented in-house creative team, where you can put your energy to use in a fast-paced, collaborative environment. In this role you'll manage all aspects of brand video development and production, including filming and editing all our supplier, product, recipe, brand and promotional videos. You'll need to be creative, versatile and a little bit playful to take the reins and help develop our video strategy and keep our customers engaged and excited about their food, making sure that their experience of watching Abel & Cole videos is fun, friendly and unique. This is a great opportunity to make your mark in a company that has a big personality and a real passion for what we do.

### **Here's what you'll be getting up to:**

You'll need to wear many hats in this role – from Director to Producer, Sound Technician to Editor. Sadly, actual hats are not provided but you could always make your own.

### **Pre-Production**

- Drive the Abel & Cole video strategy, working with the Creative and Content Teams to shape what stories we tell where and in what format. You will be leading all conversations around video strategy, proposing new ideas, new areas, and ways to optimise our content in the future.
- Proactively stay abreast of video content trends (such as high-volume YouTube searches) and learnings or inspiration from other brands.
- Respond to briefs that come in from the Marketing Department as well as proactively spotting storytelling opportunities.
- Come up with fun-and engaging concepts aligned with our overarching seasonal campaigns and marketing objectives. These concepts will both engage our existing customers and attract new audiences.
- Concept across a range of channels, primarily YouTube and Social (both organic and paid ads).
- Concept formats that best tell the Abel & Cole story for each channel – including recipe videos, provenance videos, brand pieces, and more.



- Create shot lists and storyboards.
- Coordinate products for shoots, and product returns.
- Keep abreast of editing software and hardware developments, and ensure the team is up to date.

### **Production**

- Able to direct and shoot videos in our in-house studio and on location.
- Look after set preparation, equipment set up and sourcing props and backgrounds.
- Shoot footage and ensure any additional cameras are getting your desired footage.
- Record audio of any interviews.
- Lighting and styling shoots.
- Travel to suppliers and shoot on location.
- You might be needed to cook and prepare food, if Recipe Writers are not available.

### **Post-production**

- Edit and optimise all video content – including that filmed by other people – to the highest possible standards, with best practice principles for that channel in mind.
- Work with key members of the Marketing Team to ensure videos are published across our online channels (website, blog, YouTube, Facebook, Twitter, Instagram) to maximise reach and sync with other activity.
- Add subtitles and graphics where needed.
- Ensure videos posted online have great titles, descriptions, tags and thumbnails.
- Research and source music for our videos.

Maintain the equipment and ensure all it's all in good working order. Organise servicing and repairs.

### **Here's what we are looking for:**

- Demonstrable experience creating branded video content across a range of customer channels.
- High quality filming and editing skills.
- Ability to creating GIFs, stop motion videos and animations.
- Able to take direction, happy to work independently and as part of a team.
- Good working knowledge of Adobe-Creative Suite and Premiere Pro.
- Significant technical knowledge of equipment and lighting.
- Knowledge of best practice for video on social channels.
- Ability to create content that is in line with a brand's creative content guidelines.
- Full of ideas and creative energy.
- Ability to plan time, prioritise tasks and work to deadlines.
- Excellent communication and interpersonal skills.
- Confident interacting with other departments to find a solution to any issues.
- Excellent written English and attention to detail.
- A positive attitude and willingness to learn.
- Experience in photography and able to assist in-house photographer or cover when on holiday.



### **What we offer**

- 37.5 hours per week Mon – Fri. Part time applications will be considered.
- 22 days per year rising to 25 running from the 1st May to 30th April.
- A free box of fruit and veg every week (it's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme.
- Lunch club prepared by our in-house Chef.
- Grants for sport, performing arts, education and non-vocational courses.

To apply, please email your CV, covering letter along with links to some examples of your work to Pippa Ryan at [careers@abelandcole.co.uk](mailto:careers@abelandcole.co.uk)

*Abel & Cole promotes equal opportunities for all employees regardless of sex, gender reassignment, marital status, sexual preference, race and nationality, national or ethnic origin, religion or creed, disability, age, responsibility for dependants, political views or trade union membership. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to accept personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.*