

Job Description for Videographer/Photographer



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Key Responsibilities

Content Planning & Strategy

- Collaborate with the Marketing team to develop a content calendar aligned with campaign goals.
- Recommend creative storytelling approaches that reflect Shrewsbury International School India's values and brand identity.
- Create storyboards, interview scripts, and creative briefs for visual campaigns.
- Identify opportunities to document and promote meaningful moments in campus life.

Content Creation

- Capture high-quality photo and video content showcasing school life, boarding, academics, co-curriculars, and special events.
- Produce a range of visual content including reels, promotional videos, testimonials, interviews, photo essays, and behind-the-scenes features.
- Create warm, authentic, engaging visual narratives for use across digital platforms, print, and admissions materials.

Photography

- Conduct individual, group, and candid photography for students, staff, and school events.
- Photograph school infrastructure, learning spaces, cultural programs, and daily routines.
- Edit and deliver images optimized for digital and print use.
- Maintain an organized and searchable digital image library.

Videography

- Film and edit videos for use in marketing campaigns, the school website, newsletters, and social media.
- Produce onboarding and welcome videos for new families and staff.
- Create immersive "day-in-the-life" footage that highlights the student experience and school culture.

Event Coverage

- Provide full photography and videography support for key school events including academic ceremonies, performances, sports events, and international programs.
- Prepare coverage plans and equipment checklists in advance.
- Support on-site recording and live streaming where needed.

Post-Production & Asset Management

- Edit all video and photographic content to professional standards using brand-aligned styles, colors, and formats.
- Ensure efficient archiving, regular backups, and secure storage of all digital assets.
- Manage and maintain all photography and videography equipment, ensuring readiness for on-campus shoot.

Collaboration & Community Engagement

- Work closely with students, faculty, and staff to support internal media projects, clubs, and co-curricular activities.
- Provide photography/videography support to student-led initiatives or academic documentation.
- Offer occasional workshops or mentorship to interested students in media production.
- Adhere to the school's safeguarding protocols and ensure appropriate permissions and consent are secured for all visual content.

Person Specification

Qualifications

- **Essential**
 - Degree/Diploma in Photography, Videography, Media, or related field
- **Desirable**
 - Certification in Adobe Creative Suite or similar tools
 - Child safeguarding training or certification

Experience

- **Essential**
 - Minimum 3 years of relevant work experience
 - Experience in an educational, institutional, or creative marketing environment
- **Desirable**
 - Experience with live event coverage or live streaming

Skills and Knowledge

- **Essential**
 - Proficiency in DSLR/mirrorless camera operation
 - Strong photo and video editing skills (Adobe Lightroom, Photoshop, Premiere Pro, After Effects)
 - Ability to manage the full content production cycle independently
 - Understanding of branding, composition, and visual storytelling

- Knowledge of consent, privacy, and safeguarding when working with children

Personal Attributes

- Highly creative with strong attention to detail
- Self-motivated and able to work independently
- Strong time management and organizational skills
- Confident and respectful in interactions with children, parents, and staff
- Flexible with working hours, including evenings and weekends as needed
- Enthusiastic about working in a diverse, multicultural environment

Safeguarding & Child Protection

Shrewsbury International School India is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All candidates for roles at the school will undergo thorough child protection screening including checks with the Police.

- The postholder must comply with the School's Safeguarding & Child Protection policy at all times.
- The postholder must undergo safeguarding & Child Protection training as directed by their Line Manager.
- Appointments will be subject to appropriate police check certification, International Recruits to the school will be required to provide a International Child Protection Certificate (ICPC).

Diversity and Equity

Shrewsbury International School India is deeply committed to principles of Diversity, Equity, Inclusion, Justice and fostering a sense of belonging for all. Our intent is to create an inclusive and equitable community that values diversity and celebrates the unique identities of all our students, staff, and families. Guided by the principles of fairness and respect, we actively work to create an environment where everyone feels a sense of belonging and can thrive.

We are dedicated to upholding the values of:

- **Diversity:** We recognize and embrace the wide range of perspectives, cultures, backgrounds, and experiences that each individual brings to our community. We strive to cultivate an environment where differences are celebrated, and all voices are heard and valued.
- **Equity:** We are committed to ensuring fair access to opportunities, resources, and support for every member of our community. We will continuously evaluate and address systemic barriers to ensure that all individuals can achieve their fullest potential.

- **Inclusion:** We create spaces where all people are respected, welcomed, and supported, regardless of their race, ethnicity, gender, sexual orientation, socioeconomic background, religion, or ability. We aim to cultivate an environment where everyone is empowered to participate fully and meaningfully.
- **Justice:** We advocate for social and institutional change, challenging inequity, and confronting bias wherever it is found. We are dedicated to supporting a culture where fairness, accountability, and the dismantling of injustice are core to our mission and daily actions.
- **Belonging:** Above all, we believe in the importance of creating a community in which every individual feels valued and accepted. We strive to ensure that each person experiences a profound sense of connection and community.

As a school, we will continue to build upon these values through thoughtful curriculum design, professional development, community engagement, and the establishment of clear, actionable goals. We hold ourselves accountable to these standards and pledge to create a safe, welcoming, and empowering environment for all.

