



## Marketing and Communications - Communications

<b>Job Title:</b>	Video Producer
<b>Reporting to:</b>	Senior Video Producer
<b>Dogs Trust Grade:</b>	E
<b>Location:</b>	London office with hybrid working

### Job Purpose

The Video Producer creates high-quality, engaging and inspiring video content for a variety of channels and purposes to bring the Dogs Trust brand to life. This role involves all aspects of video production, from pre-production planning to filming, animation, graphics, editing and delivery, ensuring alignment with brand guidelines and campaign objectives.

### Overview of the Department/Team

The Marketing and Communications division plays a critical role in building the Dogs Trust brand and driving engagement with its mission to help the dogs who need us most. The Content team plays a vital role in delivering consistent and impactful brand experiences for our audiences, across all touchpoints.

### Key areas of accountability

Carry out all aspects of video production, ensuring projects are completed on time, within budget, and to the highest possible standard, including:

- developing engaging and impactful video concepts that effectively communicate Dogs Trust's key messages, stories, and calls to action,
- pre-production, including scripting, storyboarding, location scouting, casting, scheduling, and securing necessary equipment and permits,
- capturing high-quality video footage, both on location and at Dogs Trust sites, demonstrating strong technical skills in camera operation, lighting, and sound recording,
- editing footage to create compelling narratives, incorporating music and motion graphics and ensuring a polished and professional final product.

Work closely with the Senior Video Producer to plan and produce evergreen video content for our digital asset library. Support a year-round schedule of content production and regular flow of new engaging assets, helping to identify and fill content gaps.

Work with colleagues across Marketing and Communications to effectively utilise video as part of key campaigns and communications moments. Collaborate with channel owners to understand video needs and produce high-performing, multi-use video content.

Develop and maintain strong relationships with content creators around the organisation.

Maintain a consistent look and feel for video content, adhering to brand guidelines, welfare standards and ensuring a cohesive brand identity. Ensure video content adheres to accessibility standards and EEDI best practice.

Monitor usage and impact of video content and report on performance. Use a test and learn approach and utilise insights to build on success.
Stay up to date with trends, techniques, technologies and developments in video production so our video content stays fresh, relevant and engaging, proactively seeking opportunities to enhance skills and knowledge and apply learnings.
Any other reasonable duties.

<b>Person Specification</b>
<i>Essential skills, qualifications, experience, and attributes for shortlisting purposes</i>
Proven experience producing high-quality, engaging video content for a variety of platforms and purposes.
Demonstrable expertise in all aspects of video production, including storyboarding, pre-production, filming, editing, and post-production.
Demonstrable experience of working with a variety of video cameras, lenses, and audio equipment.
Proficiency in industry-standard video editing software (e.g., Adobe Premiere Pro).
Experience with motion graphics and animation software (e.g. Adobe After Effects).
<i>Other essential requirements assessed at interview and/or through a practical assessment</i>
Excellent communication and interpersonal skills, with the ability to effectively collaborate with colleagues, stakeholders, and external crew members.
Diligent and proactive, with the ability to manage multiple projects simultaneously, meet deadlines, and maintain a high level of attention to detail.
Commitment to the aims and objectives of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Knowledge of video SEO best practices and experience optimising video content for different platforms.
Experience working in a fast-paced, deadline-driven environment.
Experience of producing content within accessibility and EEDI best practice guidelines.
Experience of working with animals.
An understanding of the charity sector and its communication challenges.

<b>Our values and behaviours</b>
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
<b>We dream big</b>
<b>Thinking boldly</b> – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working.
<b>Embracing change</b> – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
<b>We're on the ball</b>
<b>Staying curious</b> – We pay attention to what's going on around us and remain open-minded. We learn from others and consider different angles and perspectives.
<b>Focusing on impact</b> – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.
<b>We make things happen</b>
<b>Being proactive</b> – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities.
<b>Working together</b> – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

<b>Additional information</b>
-------------------------------

Roles based at our London office operate a smarter working model, which includes working from the London office and from home, depending on the task.

Travel to other Dogs Trust locations or on location shoots will be required.

This role may require working outside of standard office hours, including evenings and weekends, depending on project needs.

**Last revised: June 2026**

