

PDD - 236 : Assistant Director for Video Production

25-Apr-22

Position Description:

The Assistant Director for MarCom Zoom Video Productions is appointed by the Director of Marketing and Communications and is a three-year term of office. The Assistant Director for MarCom Zoom Video Productions reports to the Director for Marketing and Communications. The Assistant Director is responsible for developing content, selecting key industry topics, organizing guest speakers, working with the lead host, recording, and uploading all podcast content in the appropriate format streaming, and creating and developing the branding and marketing content for the podcast broadcast of the INCOSE zoom video mini-event show on virtual platforms. Collaborating with the Director of Marketing and Communications to maintain the INCOSE goals, mission, and vision within the scope of the INCOSE branding guidelines.

Responsibilities:

- Work with Marketing to create relevant content, themes, spotlights, interviews, and mini events
- Assist in writing copy for promotional advertising for interviews and spotlights
- Seek guests to participate or interview
- Find subjects that are modern and contemporary to feature
- Work with the Host to develop a strategy
- Create a production team to record and broadcast show
- Develop a brand, slogan, and tagline for the zoom virtual podcast campaign
- Work with Marketing and communications to develop the brand
- Assist in recruiting advertising and sponsors
- Create an editorial calendar
- Manage the content calendar for the zoom virtual topic of events
- Manage the marketing campaign for social media
- Think outside of the norm to create interest in the podcast
- Cross marketing for membership on all platform using the podcast as a launching pad
- Design Zoom Show infrastructure with topics and themes
- Create topic of interests across the globe based on topics in INCOSE and Industry
- Recruit speakers internal and external
- Work with past and present leaders as they become the talent, host of the show
- Select secondary hosts to support the shows' themes Certification, PDP, Vision
- Assist in creating brand awareness for the Zoom Virtual Show
- Create logo and tagline with creative support from the MarCom team
- Create marketing and communication materials for social media and digital content
- Work with marketing team to cross promote in all platforms
- Work with other events and digital platforms to create awareness
- Develop new campaigns to create engagement for outreach and exposure
- Ensure the Zoom Virtual events will translate across all multi-media platforms

Authority:

- No signing or other authority required
- See INCOSE Policies RACI for Accountabilities and Responsibilities for INCOSE Policies

Accountability:

- Reports to INCOSE Director of Marketing and Communications
- As stipulated in the INCOSE Bylaws, ADM -101 and BOD -100
- Compliance with directives on conflict of interest and all policies and procedures of the organization
- Accountabilities and Responsibilities for INCOSE Policies: none

Required Skills:

- Experience working with or in the podcast arena a plus but not necessary
- Working with or in the communications and marketing department
- Demonstrated skills, knowledge, and experience in the design and execution of marketing and communications campaigns
- Strong creative, strategic, and analytical skills
- Strong oral and written communication skills
- Able to communicate effectively across international and cultural boundaries
- Experience in performing market analysis and product positioning studies
- Budgeting and planning skills: able to write and implement a strategic and operational plan, and able to read, interpret and analyse financial statements
- Able to form and motivate a team of volunteers and contractors

Level of Effort

Minimum 225 -315 hours/year (>20% to Part-Time Equivalent)

Note: INCOSE is an International Organization. Link calls often take place outside normal working hours to accommodate time zone differences