

MASTER PLAN COMMUNICATIONS, INC.
JON ARMAN'S JOB DESCRIPTION

Title: HEAD OF VIDEO PRODUCTION

REPORTS TO: ASHTON MAXFIELD, PRESIDENT AND FOUNDER

Responsibilities:

- Create and develop video content for clients
- Script, storyboard, budget, allocate resources, set deadlines and select optimal forms of media for projects
- Work independently, as well as part of a team to establish project deliverables
- Collaborate closely with clients and stakeholders to help facilitate the creation of video content
- Plan video shoots; scout, select and reserve shoot locations
- Develop production schedules
- Select and hire additional crew and talent; direct and coach talent; make transportation arrangements for crew, talent and equipment; and ensure all location power needs are met
- Reserve and rent equipment
- Record and edit video projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving project media
- Manage video library