

MEDIA PRODUCTION CREATOR ROLES AND RESPONSIBILITIES

Reports to: Head of Media

ROLE PURPOSE

The Media Production Creator plans, films, photographs, edits and manages approved content across Statom Group. The role turns project, people and capability stories into accurate, high quality assets for bids, client communications, recruitment, social channels and internal use. The postholder owns production delivery within agreed briefs, site permissions and brand standards.

KEY WORKING RELATIONSHIPS

- Head of Media and Media and Marketing colleagues.
- Project and site teams, Bid and Business Development, HR, HSEQ and Group leadership.
- Clients, principal contractors, approved freelance suppliers and platform providers where relevant.

ROLE BOUNDARIES AND DECISION RIGHTS

- Own production planning and delivery within the agreed brief, budget and delegated authority.
- Obtain operational approval of facts, Media approval of presentation and client or site approval when required before publication.
- Use drones only through appropriately authorised operators and approved arrangements, following applicable aviation and site requirements.
- Escalate filming safety, confidentiality, permissions, reputational or equipment risks promptly; stop filming if safe access or permission is unclear.

RESPONSIBILITIES

Content planning and production

- Maintain a rolling content plan covering projects, milestones, plant, HSEQ, social value and people stories.
- Turn requests into briefs that identify audience, purpose, deliverables, format, schedule, approvals and success measures.
- Plan shoots, arrange access, interview contributors and deliver filming, photography, editing and approved handover.

Project and site capture

- Capture mobilisation, progress, completion and how-we-work stories where access and filming have been approved.
- Coordinate with site teams on induction, PPE, RAMS, permits, client restrictions and operational timing.
- Record accurate evidence and context for case studies and bids, including relevant outcomes and constraints; verify claims with the project owner.

Bid, client and recruitment content

- Produce approved capability, case study and interview assets suited to tenders, presentations and digital channels.
- Work with HR and hiring managers on accurate role, apprenticeship and employee stories linked to recruitment needs.
- Produce HSEQ and internal communication visuals only after the relevant content owner has approved the message.

Editing and asset management

- Edit video and photography for channel needs, including captions, sound, colour, graphics and shorter versions.
- Use consistent file names, version history, approved storage, tags and permissions so assets can be found and reused.
- Manage camera, lighting, audio and other equipment, recording damage, maintenance and replacement needs.

Governance and improvement

- Obtain and record required filming, image use and publication permissions; protect personal and commercially sensitive information.
- Maintain approval records and ensure archived material follows retention and access requirements.
- Report delivery, first-time approval, asset use and agreed audience results; recommend improvements based on evidence.

ROLE SPECIFIC TECHNICAL AND PROFESSIONAL COMPETENCIES

These competencies form the role specific part of the performance and development framework. Evidence should be proportionate to the role, training and delegated authority.

TECHNICAL OR PROFESSIONAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Production planning	Creates a workable brief and shot plan, confirms access and approvals, and delivers to the agreed deadline.
Camera and audio craft	Captures steady, well composed, usable footage and clear audio in varied office and site conditions.
Editing and storytelling	Produces accurate, concise stories with suitable pacing, captions, graphics and channel formats.
Site filming and permissions	Checks site constraints and filming permissions, follows safe arrangements and escalates uncertainty.
Asset and equipment control	Keeps searchable, approved master files and versions and cares for equipment and source material.
Content measurement	Explains performance against the brief using agreed production, usage and audience evidence.

STATOM BEHAVIOURAL COMPETENCIES

The postholder is expected to demonstrate these behaviours consistently in how work is delivered and how colleagues are supported.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Drives Performance	Agrees priorities, follows through on commitments, checks quality and raises delays or mistakes early.
Understands Stakeholder Needs	Asks what the audience and content owner need and delivers clear, accurate material for that purpose.
Builds Trusted Relationships	Communicates clearly, respects feedback and permissions, and follows through with site and office teams.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Commercial Judgement	Uses time and resources well and makes proportionate choices about quality, cost, risk and reuse.
Bigger Picture View	Connects each asset to the Group's brand, reputation, recruitment and client objectives.
Open to Change	Uses feedback and results to improve craft, process and channel choices.

PDR AND PERFORMANCE FRAMEWORK

- This role profile, role specific competencies, Statom behavioural competencies and separately agreed objectives form the performance framework.
- The Head of Media and postholder should agree priorities, baselines, measures and review dates through the PDR process. Measures may be updated to reflect workload, access, approved resources and business priorities.
- Assessment considers quality, accuracy, governance, collaboration and sustainable outcomes, supported by briefs, approval records, asset logs, analytics, feedback and examples of completed work.
- A serious failure involving safety, confidentiality, permissions, accuracy or deliberate bypassing of approvals may materially affect the overall assessment.

INDICATIVE PERFORMANCE AND BONUS MEASURES

The weightings below are an indicative structure for assessing individual contribution. They do not create a guaranteed bonus or a fixed payment. Any bonus depends on the employment contract and any separately communicated Company bonus arrangements, including eligibility, business performance, affordability and discretion. Objectives should be agreed for the relevant review period.

Production delivery and quality — 35%

- agreed briefs delivered on time and fit for purpose
- technical quality, factual accuracy and first-time approval

Site, client and brand governance — 25%

- evidence of site permissions, safe filming and approvals
- confidentiality, appropriate image use and brand consistency

Asset value and usability — 25%

- usable bid, recruitment and client assets delivered
- accessible, well tagged, reusable assets and stakeholder feedback

Continuous improvement — 15%

- reporting on use and performance in context
- documented improvements to formats, workflows and turnaround

Audience reach, engagement and asset use also depend on campaign spend, publication decisions, client permissions and channel algorithms. Results should be assessed in context, rather than as automatic bonus triggers.

EXPERIENCE AND PROFESSIONAL DEVELOPMENT

Essential

- Experience filming, photographing and editing professional content.
- Competence with camera and audio equipment and editing tools such as Premiere Pro or equivalent.
- Strong organisation, storytelling, stakeholder communication and judgement on site.

Desirable

- Experience in construction or another live operational setting.
- Motion graphics, captions, asset libraries and multi-channel distribution.
- Approved drone competence where drone filming forms part of assigned work.

GENERAL ACCOUNTABILITIES

- Follow relevant Statom Group policies, standards, delegated authority and reasonable management instructions.
- Protect personal, confidential and commercially sensitive information and use approved systems.
- Keep accurate records of approvals, permissions, material changes and work completed.
- Raise significant safety, privacy, technical or reputational concerns promptly.
- Carry out other reasonable duties consistent with the purpose and level of the role.

ROLE REVIEW AND ACKNOWLEDGEMENT

This document sets out the principal responsibilities and expected standards of the role. It is not an exhaustive task list. Objectives and priorities may reasonably change with business needs; material changes to contractual terms will be managed through the appropriate process. Signing acknowledges receipt and discussion of this role profile and does not amend contractual bonus terms.

Employee name _____

Employee signature and date _____

Manager signature and date _____