

# Video Content Creator

## About Potential Motors:

Potential Motors is an electric vehicle technology startup focused on electric off-road vehicles. Our technology will accelerate the off-road transition to electric vehicles by enabling manufacturers to develop more modular, performant, and resilient EV products. We are preparing for the global launch of a category defining product in 2022 and looking for ambitious people to join our team in creating a new product category and electrifying an industry.

## Job Summary:

The Content Creator will be responsible for developing videos to tell the Potential Motors story. They will plan, shoot, and edit all content, working with the Digital Marketing Manager and VP of Marketing on strategy. Projects could include everything from documentary style content, to more cinematic teaser videos, to recruitment videos, to general b-roll collection. Photography could also be included depending on project needs and the strengths of the candidate.

Location: **Fredericton, NB**

Position type: **Co-op - 35 hours/week (4 month term with possibility for extension)**

## Job Responsibilities:

- Film and edit videos for use on social media and web
- Collection of high-quality b-roll for use in future video projects by the company
- Collaborate with the Digital Marketing Manager on content strategy
- General photography of events and working activities

## Required Skills:

### Hard skills

- Currently enrolled full-time in a post-secondary program and returning to studies after the work term.
- Access to a high quality DSLR camera for videography and photography
- Strong general videography skills
- Strong video and photo editing skills through programs such as Adobe Premiere and Final Cut
- Understanding of social media platforms and how to produce native content for each

### Soft skills

- Creative thinker
- Highly organized

- Action oriented
- Commitment to growth and self-improvement
- Ability to adapt quickly to change
- Comfortable with ambiguity
- Passion for sustainability

#### Nice to have:

- Knowledge of and/or passion for electric vehicles
- Startup experience

#### Learning Outcomes:

- Learn how to use video as a tool to execute marketing and communications campaigns
- Learn how to cater film composition and editing to specific social media platforms
- Learn how to translate business goals into video and photo marketing assets

#### Compensation:

- Wage: \$16/hour