

Job Description of Video Editor

1. **Video Editing & Production:** Edit raw footage into polished, engaging video content that aligns with TDAP's brand and communication goals. This includes short-form social media content, longer promotional videos, case studies, webinars, and event coverage.
2. **Storytelling:** Work closely with the communications team to understand project goals and translate concepts into visual narratives that resonate with our target audience.
3. **Collaboration:** Work with other departments (Marketing, Communications, and Technology Advisory teams) to integrate graphics, animations, music, and voiceovers into video projects. Ensure the videos are optimized for various platforms (YouTube, LinkedIn, Instagram, etc.).
4. **Content Management:** Maintain an organized library of all video assets, including raw footage, edits, and final versions.
5. **Post-Production:** Apply advanced editing techniques such as color correction, sound design, special effects, and motion graphics to enhance the final product.
6. **Optimization for Platforms:** Ensure videos are optimized for various platforms, considering the format, aspect ratio, and other platform-specific requirements.
7. **Feedback Incorporation:** Incorporate feedback from team members and stakeholders into video edits, maintaining a flexible and collaborative approach to revisions.
8. **Video Analytics:** Track and report the performance of video content to understand viewer engagement and guide future video strategies.
9. **Stay Current:** Keep up-to-date with the latest trends in video editing software, tools, and techniques to ensure that TDAP's video content remains fresh and impactful.
10. **Making Teasers:** Making teasers for flagship events of TDAP.

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