

VIDEO CONTENT SPECIALIST

POSITION: Video Content Specialist

DEPARTMENT: Brand Experience

REPORTS TO: Marketing & Communication Manager

LOCATION: Amsterdam, The Netherlands

JOB SUMMARY

The e-bike industry is experiencing rapid growth, and so is enviolo. This means that we are currently looking to upgrade our content marketing activities. At enviolo we believe our brand is the sum of all experiences customers have with our organization. As a component manufacturer, the marketing strategy for enviolo is to enhance the perception of the brand and products to our direct customers (bike manufacturers) and to our indirect customer (bike retailers).

We're in the search of a video content specialist which will be the go to person in creating video content in support of our overall marketing goals. The video content specialist should be able to set up in-house video productions, be able to coordinate these from briefing till a successful online roll-out and be capable to analyze and optimize processes to ensure constant improvement.

ABOUT US

enviolo products and services empower bike manufacturers to build bikes which change people's lifestyles, taking less trips in cars and more trips on bikes. A smart range of stepless shifting hubs have been designed to serve different rider needs. Riding a bike with enviolo's technology means concentrating less on shifting, more on your ride, resulting in a safer and more pleasurable experience.

VIDEO CONTENT SPECIALIST - KEY RESPONSIBILITIES & TASKS

- Ensure that the marketing and communication strategy is followed and consistently practiced throughout all enviolo's video marketing activities.
- Setup, lead and execute our in-house video production studio and activities.
- Develop, maintain and optimize our online video footprint (YouTube, website), telling our product, services and brand story in a compelling way through video.

enviolo International Inc.

HQ

Looiersgracht 43
1016 VR Amsterdam
The Netherlands

EU Service Center

Popovstraat 12
8013 RK Zwolle
The Netherlands

USA Office

1501 Leander Drive, Bldg C, Suite 2
Leander
Texas 78641-2020, USA

- Responsible and Accountable for the creation of video content that supports the goals of Business Development.
- Responsible and Accountable for Video tutorial production - timely and quality creation of short service/assembly videos in multiple languages (EN, DE, NL). With the goal of educating our OEM's retail network through our platforms like University and Help Center.
- Internal communication - propose and produce video content to enhance our overall internal communication.
- Partner marketing content - partner communication about enviolo is crucial to our success. Explain somewhat complex benefits in a simplistic way. Provide creative guidance in brand neutral video productions, where the level of partner adoption will be seen as success.

PRIMARY RELATIONSHIPS

- You report to the Marketing & Communication Manager as part of the Brand Experience department.
- You will work closely with a variety of teams within enviolo, including Technical Sales & Education as well as Technical Service & Warranty.

YOUR PROFILE

- Proven experience (3 years minimum) preferably with experience in product promotion, how-to videos, events and a B2B focus.
- Ability to show relevant video experience through a portfolio.
- Experienced in video editing suites (Premiere Pro, Final Cut Pro, Avid, etc.).
- Experience in animation (eg. After effects, Cinema 4D, Apple Motion).
- Experienced with sound editing, understanding the basics for delivering a video with clear sound.
- Understanding on how to structure a story, with scripting or storyboarding.
- Experience planning and collaborating on production agendas, with outstanding time management skills.
- Hands-on mentality in finding creative solutions when you get a difficult challenge.
- Fluency in written and spoken English. Dutch and/or German are a bonus.
- You have an intercultural sensitivity radar/multicultural awareness.

To Apply: Email your Cover Letter and CV to careers@enviolo.com

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