

# This Is The Job: Video Producer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is a Video Producer?

We're involved in every aspect of making a video, from helping edit the script to hiring the director, and all aspects of the budget and production schedule. There's no aspect of a project that we don't have our eyes on.

## This is what they do most days

### I plan...

I organize schedules and resources to get videos finished on time and on budget.

### I collaborate...

I work with directors, editors and clients so that everyone is always on the same page and up to date.

### I communicate...

I'm constantly on the phone, text or email getting approvals and giving instructions. I keep it short and action-oriented.

## In their own words:

“ Ever since I was in grade 10, I wanted to edit TV commercials. After going to school and working for 5 years as an editor, I realized I was a much better producer. Making the switch was the best thing I ever did.”

Everyone's career path is different. It's the kind of job that you really don't know is out there until you get your first job and then start looking around.

My days include phone calls, emails, reading scripts, answering texts, sitting in on meetings and briefings, all while dealing with issues that come up along the way.” - Karen H.

## Explore some of the skills you'll need.

- ✓ Background in video production, film, or graphic design
- ✓ Able to tell stories through film, animation, or short graphics
- ✓ Being able to adapt and learn new digital programs
- ✓ Ability to use platforms like Photoshop, InDesign, Lightroom, Illustrator
- ✓ Ability to film, cut, and edit videos
- ✓ Communication skills
- ✓ Multitasking abilities
- ✓ Portfolio to showcase creative abilities and previous projects

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit [thisisthejob.org](http://thisisthejob.org)