

JOB DESCRIPTION

Cameraman / Video Editor

Position Title	Cameraman / Video Editor
Department	Production
Reports To	Production Manager
Direct Reports	None (Individual Contributor)
Employment Type	Full-Time
Location	Kakamega, Western Kenya
Date	13 April 2026

1. ROLE OVERVIEW

The Cameraman / Video Editor is a frontline production role at Amaica Media responsible for capturing high-quality visual content across all platforms and formats. Beyond camera operations, this role is actively involved in pre-production planning, script interpretation, and basic post-production editing. The role demands creative initiative, technical discipline, and the ability to contribute meaningfully to Amaica Media's content strategy across YouTube, TikTok, Facebook, Instagram, and radio digital clip platforms.

2. REPORTING LINES

Reports To: Production Manager

The Cameraman / Video Editor operates under the direct supervision of the Production Manager, takes creative direction from producers and programme leads, and collaborates laterally with editors, graphics designers, presenters, and the marketing team. All technical escalations, equipment requests, and production concerns are channelled through the Production Manager.

3. PRE-PRODUCTION RESPONSIBILITIES

- Participate in content planning meetings and contribute visual storytelling ideas for upcoming productions.

- Review and interpret scripts and rundowns to understand visual requirements, shot lists, and narrative flow before a shoot.
- Conduct location recces and assess lighting, spatial, and technical conditions ahead of field productions.
- Prepare and test all camera equipment, batteries, memory cards, lighting rigs, and accessories prior to every shoot.
- Collaborate with producers and presenters to align on the visual direction and tone of each piece.
- Develop and maintain shot lists in alignment with the production brief.

4. PRIMARY RESPONSIBILITIES — CAMERA OPERATIONS

- Operate studio and field cameras for news, features, events, documentaries, and digital content.
- Capture footage that meets Amaica Media's broadcast and digital quality standards.
- Manage lighting setups, camera rigs, tripods, gimbals, and drone equipment where applicable.
- Direct on-screen talent on positioning, eyeline, and movement to achieve desired shots.
- Perform real-time technical checks during recording and flag issues immediately.
- Adapt shooting style to platform requirements — e.g., vertical framing for TikTok/Instagram Reels, widescreen for YouTube and broadcast.
- Safely handle, clean, and store all production equipment after use.

5. SECONDARY RESPONSIBILITIES — VIDEO EDITING & GRAPHICS SUPPORT

- Edit assigned footage into platform-ready content — cuts, pacing, colour grading, and audio sync.
- Create basic lower thirds, title cards, and on-screen graphics using Adobe Premiere Pro, After Effects, or equivalent tools.
- Export and deliver content in formats and aspect ratios required per platform (YouTube, TikTok, Facebook, Instagram, radio digital).
- Support the lead editor or graphics designer during high-volume production cycles.

6. INNOVATION & CREATIVE CONTRIBUTION

- Proactively propose new visual formats, shooting techniques, and storytelling approaches suited to evolving platform trends.
- Stay current on emerging camera technology, social video trends, and audience consumption behaviours.
- Pitch creative concepts during content planning sessions and contribute to format development.
- Experiment with visual styles — motion, sequencing, framing — to elevate Amaica Media's content quality and distinctiveness.
- Contribute ideas for improving production workflows and turnaround efficiency.

7. WORKING RELATIONS

STAKEHOLDER	NATURE OF ENGAGEMENT
Production Manager	Direct supervisor; receives production briefs, shoot schedules, and performance feedback.
Presenters / Anchors	Collaborates on shot framing, blocking, and on-camera direction during productions.
Video Editor	Hands over footage, shot logs, and notes; coordinates on post-production requirements.
Graphics Designer	Coordinates on visual overlays, lower thirds, and branded content elements.
Marketing Team	Receives platform-specific content briefs; aligns shooting style with campaign objectives.
Reporters / Producers	Receives editorial direction; aligns camera work with story narrative and production brief.
IT / Technical Team	Liaises on equipment maintenance, storage infrastructure, and technical fault resolution.

8. KEY PERFORMANCE INDICATORS

- Audience growth rate on YouTube, TikTok, Facebook, and Instagram content featuring this role's output.
- Watch time and viewer retention curves across published video content.
- Content virality metrics — shares, saves, and reach on platform-specific posts.
- Platform-specific performance: TikTok views and completion rates, YouTube average view duration, Facebook/Instagram engagement rates, radio digital clip plays.
- Shoot preparedness — zero production delays attributable to equipment failure or inadequate pre-shoot preparation.
- Footage quality consistency — percentage of usable takes per shoot session.
- Adherence to publishing schedules and platform delivery deadlines.
- Creative contribution — number of format ideas or visual concepts proposed and adopted per quarter.

9. REQUIRED QUALIFICATIONS

- Diploma or Degree in Film Production, Media Studies, Mass Communication, or a related field.
- Minimum 2 years of hands-on camera operation experience in a media or production environment.
- Proficiency with professional cameras (Sony, Canon, Blackmagic, or equivalent).
- Working knowledge of Adobe Premiere Pro, DaVinci Resolve, or Final Cut Pro.
- Basic proficiency in Adobe After Effects or Photoshop for graphics support.



- Demonstrated understanding of multi-platform content requirements.

Note: Camera operations are the primary function of this role. Editing and graphics responsibilities are secondary and supportive. All platform KPIs are tracked at the production unit level and attributed collaboratively.

JOB DESCRIPTION

Video Editor / Graphics Designer

Position Title	Video Editor / Graphics Designer
Department	Production
Reports To	Production Manager
Direct Reports	None (Individual Contributor)
Employment Type	Full-Time
Location	Kakamega, Western Kenya
Date	13 April 2026

1. ROLE OVERVIEW

The Video Editor / Graphics Designer is a post-production specialist at Amaica Media responsible for transforming raw footage into compelling, platform-ready content. This role is integral to the full production cycle — from script interpretation and content planning through to final delivery. The role carries both editorial and visual design responsibilities, and is directly accountable for the quality, consistency, and performance of Amaica Media's published content across YouTube, TikTok, Facebook, Instagram, and radio digital clip formats.

2. REPORTING LINES

Reports To: Production Manager

The Video Editor / Graphics Designer reports directly to the Production Manager, takes editorial direction from producers and programme leads, and works laterally with camera operators, presenters, and the marketing team. Content delivery timelines, quality standards, and platform strategies are set and reviewed by the Production Manager.

3. PRE-PRODUCTION RESPONSIBILITIES

- Participate in content planning sessions to understand the editorial calendar, platform strategy, and creative direction.

- Review and interpret scripts, rundowns, and production briefs to determine post-production requirements before a shoot.
- Advise the camera team on shot requirements, coverage gaps, and visual elements needed during the shoot to facilitate efficient editing.
- Prepare project files, templates, and graphic assets in advance of incoming footage.
- Contribute creative input on visual storytelling, pacing, and format selection during pre-production planning.

4. PRIMARY RESPONSIBILITIES – VIDEO EDITING

- Edit raw footage into polished, broadcast and digitally-ready content — news packages, features, documentaries, and social media clips.
- Manage colour correction, colour grading, audio mixing, and audio-visual synchronisation to professional standards.
- Cut and sequence content to platform-appropriate durations and formats (YouTube long-form, TikTok/Reels short-form, Facebook clips, radio digital audio-visual).
- Manage and organise all media assets, project files, footage archives, and version control.
- Ensure all published content meets Amaica Media's editorial, brand, and technical quality standards.
- Deliver exports in required formats, resolutions, and aspect ratios per platform specifications.
- Meet agreed publishing timelines without compromising output quality.

5. SECONDARY RESPONSIBILITIES – GRAPHICS DESIGN

- Design and animate lower thirds, name slates, title cards, and branded on-screen graphic packages.
- Produce motion graphics and animated visual elements using After Effects or equivalent tools.
- Create static graphics for social media posts, thumbnails, promotional banners, and digital marketing materials.
- Maintain visual brand consistency across all graphic outputs in alignment with Amaica Media's identity guidelines.
- Support increased graphics workload during high-volume production periods.

6. INNOVATION & CREATIVE CONTRIBUTION

- Proactively propose new editing styles, motion graphic treatments, and visual storytelling formats tailored to platform trends.
- Analyse platform performance data to identify what visual and editorial styles drive higher retention, engagement, and sharing.
- Bring forward ideas for content formats, series structures, and visual identities during content planning meetings.

- Research and apply emerging post-production techniques to keep Amaica Media's content visually competitive.
- Contribute to building and evolving Amaica Media's visual language across all platforms.

7. WORKING RELATIONS

STAKEHOLDER	NATURE OF ENGAGEMENT
Production Manager	Direct supervisor; receives editorial briefs, platform directives, and performance reviews.
Cameraman / Shooters	Receives footage handovers; advises on shot requirements and coverage needed per brief.
Presenters / Anchors	Coordinates on personal branding, on-screen appearance, and delivery style for visual consistency.
Marketing Team	Collaborates on campaign content, social media assets, thumbnails, and promotional graphics.
Reporters / Producers	Receives editorial direction and story briefs; aligns edit with narrative intent.
Graphics Designer	Coordinates on shared design assets, brand templates, and motion graphic elements.
IT / Technical Team	Liaises on post-production infrastructure — storage, render capacity, software licensing.

8. KEY PERFORMANCE INDICATORS

- Audience growth rate across YouTube, TikTok, Facebook, and Instagram channels attributed to published content.
- Watch time and viewer retention curves — measured per video and tracked monthly across platforms.
- Content virality — shares, saves, repost rates, and organic reach on published posts.
- Platform-specific performance: YouTube average view duration and click-through rate; TikTok completion rate and follower growth; Facebook and Instagram engagement rate; radio digital clip play-through rate.
- Editorial accuracy and brand consistency — rate of revisions or rejections by the Production Manager per output cycle.
- Graphics output quality — stakeholder satisfaction score from presenters, marketing, and production leads.
- Adherence to publishing and delivery schedules across all platforms.
- Creative contribution — number of new format ideas, visual concepts, or editorial innovations proposed and adopted per quarter.

9. REQUIRED QUALIFICATIONS



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- Diploma or Degree in Film/Video Production, Media Studies, Graphic Design, or a related field.
 - Minimum 2 years of professional video editing experience in a media or production environment.
 - Advanced proficiency in Adobe Premiere Pro and/or DaVinci Resolve.
 - Solid working knowledge of Adobe After Effects and Adobe Photoshop.
 - Demonstrable portfolio covering edited video work across multiple platforms and graphics output.
 - Understanding of platform-specific content requirements for YouTube, TikTok, Facebook, and Instagram.

Note: Post-production editing is the primary function of this role. Graphics design responsibilities are secondary and supportive. All platform KPIs are tracked at the production unit level and attributed collaboratively.