Overview - BWF

The Badminton World Federation (BWF) is the world governing body for the sport and has its headquarters in Kuala Lumpur, Malaysia.

Working closely with its Members and the five Continental Confederations for badminton, the BWF promotes, presents, develops, and regulates the sport worldwide.

Badminton has been an Olympic Games sport since the Barcelona 1992 Olympic Games and is a Paralympic Games sport since the Tokyo 2020 Paralympic Games. The BWF has 197 Members who are responsible for regulating and developing badminton in their country at a national level.

The BWF corporate website provides further information on BWF’s vision, mission, and goals – [http://bwfcorporate.com/](http://bwfcorporate.com/)

Position Overview

An exciting opportunity has arisen for a creative, driven, and motivated candidate to join the communications team at the Badminton World Federation in the role of Digital Video Producer. The individual will be responsible for creating and producing entertaining short-form video content for BWF’s in-house social media channels.

Position Title       Digital Video Producer
Part / Full Time     Full time (equivalent 5 days a week)
Location             BWF Headquarters - Kuala Lumpur, Malaysia
Reports to           Head of Communications
Recruitment
Digital Video Producer

Overall Duties
Reporting to the Content Production Manager, the Digital Video Producer is responsible for creating and producing entertaining and engaging in-house video content.

Ideally, they will have expertise and experience in production and distribution of digital media to supplement audience growth and engagement across key channels.

Working with the Content Production Manager, the individual will be responsible for setting a high-quality threshold for video content and establishing an in-house style guide for video production.

They will also be required to work with staff across the business to support collaborative projects, and maintain an excellent level of organisation, ensuring footage and projects are archived accordingly.

Internal Liaison
- Commercial and Communications Director
- Head of Communications
- Content Production Manager
- Other BWF staff

External Liaison
- Member Associations
- Continental Confederations
- Event organisers
- Commercial partners
- Social media agencies

Responsibilities
The Digital Video Producer forms a crucial part of the Communications Department, reporting to the Content Production Manager and working alongside an energetic and creative team of editors, writers, reporters, social media producers and designers.

Together with the Communications Department Staff, the Digital Video Producer is responsible for:

1. Executing BWF’s 365-day video production output.
2. Producing dynamic, entertaining short-form social media videos.
3. Exploring and creating new video formats.
5. Supporting the communications function in any other way
Qualities / Attributes

The successful candidate will demonstrate proven experience in sports digital video production and be fluent in English.

Being knowledgeable in badminton is also advantageous.

The person should have strong storytelling skills and be proactive with a creative mind and is able to help create and implement new ideas.

Having worked in a multi-cultural environment will also be an advantage. A flexible attitude in working with a small team of personnel is essential.
Selection Criteria

Candidates for the position will require a range of personal and professional skills to be considered for the role. The key criteria below will be used as a basis for short listing candidates for the interview phase.

Applications for the position must address each criterion, providing examples from their experience / employment background.

a) Qualifications and Experience

1. Experience as a digital video producer / editor in sport around the world.
2. High proficiency in Premiere Pro CC.
3. An advanced working knowledge of Photoshop CC.
4. An advanced understanding of After Effects CC.
5. High proficiency with working in a Mac OS environment.
6. Comfortable with working a range of cameras, including Sony and Canon models.
7. Experience in on-field audio recording and lighting for interview setup.
8. A desire to be part of a new, dynamic media department capable of carrying out multiple functions.

b) Knowledge and Skills

1. Excellent interpersonal skills and proven capacity to support the work of others.
2. Excellent English language skills and superior presentation skills.
3. Understanding of digital and social media platforms and various forms of storytelling, video production techniques and content curation styles.
4. Understanding of the sports industry and the role of an international federation / world body in the structure of an Olympic Games sport.
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**c) Personal Attributes**

1. You will have a positive outlook to employment and be a person that takes pride in the quality of work.
2. Capacity to work independently with minimal supervision.
3. Be willing to travel.

**Remuneration**

Negotiated with the successful candidate dependant on qualifications and experience. *An expected remuneration should be stated in the application.*

**Contract**

A contract with a three-month probationary period will be offered to the successful candidate. Length of the contract to be discussed.

Performance appraisals, against mutually agreed performance objectives will be a regular part of employment.

**Hours of Work and Location**

The position is contracted and full time at BWF Headquarters in Kuala Lumpur. The nature of the work requires flexibility during busy periods. Overseas travel is required.
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Required Format for Applications

1. An email application or letter applying for the job.

2. A statement addressing each Selection Criteria (a, b, and c above) giving examples from your employment background and life experiences.

3. A brief CV / resume of no more than four pages.

At the time of application, you are required to indicate your current remuneration level and your expectations in terms salary.

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Contact

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