

Job title: Social Videographer and Editor (L8)

Core information

Location: London head office ▾	Lines of business or shared capability area:
Reports to: Social Creative Art Director	
People Management: No ▾	
Assignment Management: Please select ▾	
Partnership Level: Partnership level 8 ▾	Manager's Partnership level: Partnership level 6 ▾
Number of direct reports:	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

The Social Videographer and Editor is the technical execution powerhouse within the Social Content Team. Reporting to the Social Content Art Director, your role is key to capturing both high-quality and low-fi footage to develop professional-grade edits produced in highly engaging, social-first video content that commands attention and drives deep connection with our audiences across our social platforms, such as Meta and TikTok.

You will focus on the technical craft of visual storytelling - combining expert camera work, advanced post-production, and a native understanding of social platform dynamics to turn creative concepts into social-first assets for both paid and organic usage.

Primary Outcomes & Accountabilities

Social-First Production: Independently capture, light, and audio-shoot video and static content, designed specifically for the nuances, aspects, and pacing of modern social channels.

Engaging Post-Production: Edit, grade, and sound-design video assets for social platforms such as TikTok, Instagram Reels, and YouTube Shorts.

Measures of success

Audience Engagement & Retention: Consistent delivery of assets that hit or exceed target benchmark metrics and objectives, such as view-through rates, shares, saves, and comments.

Social-First Execution: Assets cleanly match the platform-specific nuances, visual language, creative direction and brand guidelines.



Kit & Studio Management: Take ownership of the team's production equipment (cameras, lenses, lighting, audio gear), ensuring it is maintained, organised, and ready for rapid deployment.

Agile Asset Delivery: Navigate a fast-paced social schedule to deliver high volumes of content under tight, real-time deadlines without compromising on output quality.

End-to-End Production Support: Support across the end-to-end production process, which may include contributing towards conceiving and storyboarding where required.

Production Collaboration: Work seamlessly alongside wider social team to ensure shoots run efficiently and assets are captured effectively as per objectives and requirements.

Insights and Innovation: Regularly review key social metrics and campaign/ content performance to adapt creative work, ensuring future content is innovative and optimised to generate maximum engagement that resonates with audiences.

Speed & Agility: Demonstrated ability to turn around high-quality edits swiftly to meet tight social media publishing windows.

Equipment & Asset Care: Zero production downtime caused by missing or unmaintained kit.

Skills

- **Technical Videography:** Advanced proficiency in operating mirrorless/DSLR cameras, manual exposure settings, studio/field lighting setups, and multi-channel audio capture.
- **Expert Post-Production Software:** Advanced, fast-paced editing skills using native and advanced programmes such as Adobe Premiere Pro and motion graphics/visual effects in After Effects.
- **Social Framing & Hooking:** An understanding of vertical video constraints (9:16), pacing, visual hooks, and what makes a quality asset stand out on a crowded social feed and deliver the message.
- **Collaborative Efficiency:** Ability to take constructive feedback from creative leads and implement technical edit revisions quickly and accurately.
- **Organisation:** Exceptional file management, naming conventions, and project organization skills to allow for collaborative editing or future asset retrieval.
- **Platform Knowledge and Insights:** Strong understanding of the specific nuances and best practices for social platforms, such as TikTok, Meta and Pinterest. Acknowledges variances and opportunities between paid and organic social content, showing understanding of paid social placements.



Qualifications & Experience (where applicable)

Essential

- Proven experience as a social-first videographer and editor within a fast-paced creative environment..
- A technical portfolio or showreel showcasing exceptional camera work, sharp editing pacing, and motion graphics capability tailored specifically for social formats.
- Hands-on mastery of software, such as Adobe Premiere Pro, After Effects, Final Cut Pro, and/or other complimentary software.
- Proven experience managing, maintaining, and troubleshooting professional camera, lighting, and audio equipment.
- Ability to thrive under the pressure of tight deadlines and the fast-moving nature of social media channels.

Desirable

- Experience working in a multi-disciplinary team alongside Producers, Art Directors, and dedicated Content Creators.
- Background creating video content within the retail, fashion, home, or lifestyle sectors.
- Understanding of native in-app editing features to complement professional software workflows.

Version	Created/updated by	Date
1.0	Rory Tan	29.05.26