

WE'RE HIRING : VIDEO PRODUCER

(Videographer/Editor/Motion Graphics)

POSITION	Video Producer
CONTRACT DURATION	6 months (including a 3-month probation period)
CONTRACT TYPE	Full-time employment contract
LOCATION	Adeela's offices in Kassala - Kampala - or remote
REPORTS TO	Communication Coordinator
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ABOUT ADEELA	Adeela for Culture and Art is a Sudanese youth-led organization founded in 2018. We use arts, media, and culture to promote peace, justice, and civic participation, especially among youth. Through digital storytelling, participatory media, and creative campaigns, Adeela amplifies marginalized voices and fosters cultural resistance and hope in the face of crisis. The Communications Unit is responsible for producing Adeela's public-facing content, shaping its identity, and coordinating digital outreach. As part of this unit, the Video Producer will help drive Adeela's visual storytelling strategy across platforms — from ideation to final output — creating compelling video content that informs, inspires, and mobilizes.
POSITION OVERVIEW	The Video Producer will oversee the end-to-end production of video content — from planning and directing shoots to editing and post-production — ensuring the final products are impactful, on-brand, and aligned with Adeela's advocacy goals. The role involves collaboration with scriptwriters, designers, and

	program teams to develop clear video content guidelines and tailor videos to different platforms and audiences.
KEY RESPONSIBILITIES	A. Video Production & Direction ● Capture high-quality footage of Adeela’s activities, including interviews, field visits, artistic projects, workshops, and protests (where safe and possible). ● Direct video shoots, including planning composition, lighting, and audio. ● Lead the recording of scripted content based on video concepts and creative briefs. B. Post-Production & Editing ● Edit footage into platform-specific content (YouTube, Instagram Reels, TikTok, etc.) using storytelling best practices. ● Add sound design, motion graphics, subtitles, transitions, branding elements, and creative effects. ● Ensure the tone, visual identity, and storytelling approach match Adeela’s communication standards. C. Motion Graphics & Visual Design ● Create motion graphics for intros/outros, explainers, infographics, or standalone animation pieces. ● Animate designs provided by the graphic design team or develop animated assets when necessary. D. Creative Development & Planning ● Participate in editorial meetings and content planning sessions. ● Work with scriptwriters and designers to translate ideas into visual formats. ● Contribute to the development of visual guidelines for recurring formats or video series. E. Video Guidelines & Knowledge Sharing

	• Develop technical and creative guidelines for internal and freelance videographers. • Help train or orient new collaborators on Adeela’s video standards and platform-specific specs. • Maintain a best-practices resource for scripting, shooting, editing, and publishing video content. F. Platform Optimization & Publishing • Optimize content formats for different social media platforms and audiences (duration, framing, captions, aspect ratios). • Export and deliver multiple versions for distribution and accessibility. • Coordinate with the social media team for optimal publishing strategies. G. Archiving & File Management • Label, store, and back up raw footage, project files, and final outputs. • Maintain an organized and accessible video archive for future reuse or adaptation.
REQUIRED SKILLS (COMPETENCIES)	• Proven experience in end-to-end video production (shooting, editing, post-production). • Proficiency with industry-standard software (Adobe Premiere Pro, After Effects, Final Cut Pro, DaVinci Resolve, etc.)> • Skilled in creating motion graphics and visual animations. • Strong visual storytelling skills and understanding of narrative structure. • Familiarity with social media trends, short-form content, and digital engagement strategies. • Ability to manage multiple projects simultaneously and meet deadlines. • Highly organized and detail-oriented with strong file management skills>
QUALIFICATIONS	• Experience working on projects related to advocacy, culture, or human rights is a plus. • Familiarity with the Sudanese sociopolitical context is highly desirable.

	• Fluency in Arabic and working proficiency in English.
COLLABORATION	Report to the Communication Coordinator and align content with the organization's campaign calendar and media strategy. Work with: • Scriptwriters to co-develop scripts and treatments. • Graphic Designers to ensure consistent visual branding and animation. • Social Media Manager to adapt content for each platform. • Program and Research Units to create thematic video content from field data or reports. • Partner Organizations for co-branded content or joint productions when needed.
DELIVERABLES	• Fully produced video content for social media, campaigns, and institutional use. • Subtitled versions (Arabic and/or English) to ensure accessibility. • Promotional video teasers and short clips tailored for each platform. • Animated explainer videos or motion-graphic elements as needed. • Labeled and archived raw footage, project files, and final outputs. • Video format and style guides for internal/external collaborators. • Monthly progress reports detailing deliverables, upcoming priorities, and challenges.
APPLICATION PROCESS	To apply, please submit: • A <u>two-page</u> resume outlining relevant experience and measurable impact in current and previous roles. • A <u>portfolio</u> showcasing your previous video production work. • A <u>one-page cover letter</u> explaining your motivation for applying and why you are a good fit for this role. Please apply via this [LINK] before 11:59 PM Sudan time on August 15, 2025.

NOTES

- Preference will be given to Sudanese applicants who are 35 years old or below
- Adeela is an equal-opportunity employer. We encourage applications from qualified individuals regardless of race, religion, gender, or disability.
- Note that if you do not meet the requirements above, the application link will automatically end your session.