

JOB PREVIEW

INTERVIEWEES NEEDED: 1-2

TOTAL TIME: 30 MIN

B-ROLL CLIPS: 7-15 CLIPS



WHY MAKE THIS VIDEO

Think about your job posting, in motion! This video is about showing a behind-the-scenes look at day in the life of a specific role at your company. You should feature 1-2 people who work in the role you are profiling (they are the expert, after all).

QUESTIONS TO ASK

- Tell me who you are and where we are today! What do we do here?
- Walk me through a typical day. (Be detailed!)
- What surprised you about this role when you first started?
- What's challenging about your job?
- What is the best part about working here?
- What's your favorite memory from working here?
- What advice would you have for a new person who just joined your team?

CLIPS TO CAPTURE

- Interviewee interacting with their team, and/or each other.
- Wide, medium, and close up shots of the work happening.
- Exterior of the building with company logo or signage.
- Products, customers, or the output of that job.
- Common areas where people are congregating.