



JOB AMBASSADORS

## Inspire students and job seekers



This project spotlights **future-oriented jobs** in various job sectors.

Designed to inspire students and job seekers, the project features short informal videos of people in early to mid-careers in their fields, describing what they love about their jobs, what they do every day, their pathway to the job and their aspirations for themselves and for making a difference. The videos are called “job stories” that include information about wages and education pathways.

# What we need from you

## Profile Photo

Capture 3 photos in landscape/horizontal format. The photos should capture and represent the job with the Job Ambassador as the main subject matter. This could be you in action, or some typical setting for your job.

- The Job Ambassador should be facing or looking towards the camera and smiling.
- The Job Ambassador could be in the act of presenting.
- Capturing a compelling and engaging image in a relevant environment.
- Lighting should be ambient and natural.
- Do not shoot directly at the sunlight and avoid shadows on the face.
- No special effects should be used.
- Landscape/Horizontal format.





# What we need from you

## At Work Context Photo

Please provide 2 or 3 photos depicting your job location to be used as the b-roll for your job story video. This can be an image that you believe represents your job or job location.

- Capturing a compelling and engaging image in a relevant environment.
- Lighting should be ambient and natural.
- Do not shoot directly at the sunlight and avoid shadows on the face.
- No special effects should be used.
- Landscape/Horizontal format.





# What we need from you

## Video

Make 4 videos, under one minute each. Each video should address the 4 questions below. For each video please film in Vertical/Portrait format and try to move to a new location (inside and outside), making sure there is no loud machinery or other noises interfering with your job explanation. We want to hear what you have to say!

- The Job Ambassador should be facing or looking towards the camera and smiling.
- Capturing a compelling and engaging image in a relevant environment.
- Lighting should be ambient and natural.
- Do not shoot directly at the sunlight and avoid shadows on the face.
- No special effects should be used.
- Vertical/Portrait format.
- Under 1 minute per answer.
- Be aware of loud machinery noise.





## Interview Guidelines & Suggestions

The following questions should be asked when creating a video to help narrate and describe your job to the individual viewer. Please answer the following questions in your video.

1. Introduce your job title (not your name) and a brief description of your job.
2. What do you love most and what excites you about your job?
3. What do you do every day or what are different kinds of tasks that you do?
4. What was your pathway to this job, including your training and other factors that influenced you? What are your aspirations for your growth in the job, and/or progression in this career?

**Thank you for helping to inspire the next generation.**



## Upload & Release Form

When you have finished shooting your photos and videos to your liking, please upload your photos to your **Google Drive** or other platforms like **WeTransfer** or **Box**. Send the download or access link to [denisegravatt32@gmail.com](mailto:denisegravatt32@gmail.com).

Please sign and date the Release Form at the end of this document and send to [denisegravatt32@gmail.com](mailto:denisegravatt32@gmail.com).

We are here to help, Contact: [denisegravatt32@gmail.com](mailto:denisegravatt32@gmail.com) or [209-605-5105](tel:209-605-5105).





## Tips for making short videos

### Get Help

Consider asking a colleague or friend to shoot the videos, though a selfie could work too.

### Plan Ahead

Think about what you want to say and outline the main points.

### Choose Interesting Settings

For each video, choose a different setting that typifies some part of your job; ideally these settings are interesting and have good light, preferably natural light. If you wear different clothes in the different settings (e.g. office and farm), do so in the videos. Please wear clothing free of overt brand names and explicit or profane language and imagery. Please remove your sunglasses as well.



### Video Format

Film vertical format and stabilize your device/phone. Shaky cam videos will need to be redone. Think of your audience. Explain your job in a way that can inspire students and people looking for jobs or a new direction. Imagine you are leading a good friend through a typical day at work. How would you share your day with them? Have fun!

### Body Language/Delivery

Speak clearly and take your time. Avoid being monotone, be personal and inviting when you speak. Be in action appropriate for your job. Avoid crossing your arms and standing still. If it feels natural to you, do use hand gestures to show engagement and excitement.

