

WANT TO HELP US TELL OUR STORY?

JOB OPENING: VIDEOGRAPHER / VIDEO STORYTELLER

Nest Realty is looking for an experienced Video Storyteller to join our creative, marketing, and operations team to help tell the next phase of Nest's story, as well as the stories of our towns and clients.



HELLO, WE'RE NEST REALTY.

We're a different kind of real estate brokerage. Our difference is born from our belief that buying and selling a home is one of the most important decisions our clients will ever make.

This belief guides us to measure success by something more than the number of yard signs we plant, how many brokers we hire, or the awards we win. For us, true success comes from helping people move easily and joyfully into the next chapter of their lives.

So the "process" of buying and selling real estate becomes one that's happy, exhilarating, and fun. And well worth sharing.

AWARDS ARE NICE. HELPING PEOPLE IS BETTER.

Unlike most real estate firms, we don't hire every Broker that walks through the door. Quite the contrary. Every Nest Broker is a full-time professional with a singular focus of providing an amazing real estate experience for every one of our buyers and sellers.

The result is a company built on the excellence and commitment of an accomplished team of Brokers—award winners, top producers, and MBAs—whose ultimate reward comes from the satisfaction they get from happy clients.

NUTS AND BOLTS.

Nest Realty hatched in 2008—the year the real estate bubble burst—with the vision of creating a better, easier, and more inspiring way to help people buy and sell real estate. A way that begins and ends with nurturing people.

At our most basic level, we're a real estate brokerage based in Charlottesville, Virginia. In 2017, we began to selectively offer Nest franchises and we are now operating in 11 markets in four states with approximately 175 full-time Realtors (and growing).

We're looking to continue to grow our team and deepen our service offerings so that we can grow our brand footprint and provide our agents and franchisees with the best support and marketing in the industry.

WE STRIVE TO BE THE MOST TRUSTED BRAND IN REAL ESTATE

We know that's a big goal, but we're ready for the challenge. We're on a mission to build a brand and a full-service "operating system" that empowers each and every Nester to grow their business and provide their clients with an exceptional real estate experience.

To achieve this, we must begin by teaming up with the right franchise partners to help us continue to build the right foundation, market by market, to deliver the best support, marketing, and technology to each of our agents. From there, we'll work hand-in-hand with our Nesters to continue to evolve and offer the support they need to ensure they can build a durable real estate business.

We live by a "smart growth" strategy. Our brand and reputation is paramount and we want to ensure that each and every franchisee and agent proudly represents the Nest brand. We know that we will never be the biggest firm or have the most number of agents.

But we do believe that we can grow—with the right people—to become the most respected and trusted firm in the industry.

THE NEST BUSINESS MODEL / WHO WE ARE

At Nest, we see ourselves as a true partner for each of our brokerages by offering operational, branding, technology, strategic, design, and marketing support. Nest offers much more than templated systems, out-of-the-box technology, and watered-down marketing programs.

We provide a locally-focused, customized, and personalized service that we blend with a best-in-class marketing platform to provide a backbone to our franchisees.

Think of Nest as a combination of an integrated creative agency, operations team, and strategic partner to support and help our agents and franchisees grow. And we do this all efficiently with a local flair that helps every Nester shine.

WE HAVE (VISUAL) STORIES THAT NEED TELLING.

With two dynamic in-house brands (Nest Realty and Nest Property Management), 11 total offices (and growing), we're looking for an experienced videographer to join our creative, marketing, and operations team to help tell the next phase of Nest's story, as well as the stories of our towns and clients.

At Nest, you'll be more than a videographer, but a **VIDEO STORYTELLER**. You will have the opportunity to help shape the marketing and content voice of the one of the fastest growing real estate brokerages in America. We need your vision, creativity, passion, and hard work to help us expand the Nest brand and achieve our goal of becoming the most trusted real estate brand in America.

We're looking for a creative, talented, and self-driven individual who will generate custom curated content for a variety of different channels with the following initiatives in mind:

1. Enhancing our brand and brand awareness within our current markets.
2. Improving brand awareness in markets where Nest currently does not have a presence.
3. Improving both our agents' and clients' experience with Nest.

And with our multi-faceted approach to marketing, you'll have the stability of an in-house position with the account variety of a marketing agency.

The right person needs to be dynamic, produce amazing video content, work hard and want to be part of a growing company with high expectations and lofty goals.

THE SKILLS

Project Examples:

- Create and develop multimedia (audio/video) content for customer stories, neighborhood and area spotlights, agent interviews and spotlights, home tours, external promotional social videos, overall marketing and brand videos, recruiting videos, corporate training and other enterprise-wide projects
- Long-form and short form video storytelling
- Video content integration and collaboration with *NEST Magazine*

Required Proficiencies:

- Producing, filming, and editing high-quality video footage
- Script, storyboard, budget, allocate resources, set deadlines and select optimal forms of media for projects
- Plan video shoots; scout, select and reserve shoot locations (if applicable)
- Develop production schedules
- Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving project media
- Encoding and delivering for web and other delivery platforms
- Experience in camera operation, DSLR & digital video cameras, sound equipment and the overall production process is essential.
- Tech savvy, with considerable knowledge of audio/visual equipment, hardware, software, troubleshooting and techniques used in video production & editing.
- Highly proficient in editing with editing software such as Final Cut Pro X, Adobe After Effects or Adobe Premiere (or comparable)
- Conducting interviews
- Strong understanding of how to effectively utilize video across social media platforms

Bonus (but not required):

- Agency experience
- Drone videography experience
- Motion graphics, Photoshop and After Effects
- Photography
- Writing skills
- Experience producing a podcast
- Basic understanding of video SEO

MORE DETAILS

This position is full-time and based in our Charlottesville, Virginia office. Sorry, we will not consider anyone working 'virtually.' You gotta be here...plus we're fun to be around and Charlottesville is a pretty sweet place to live.

Please understand that there will be travel associated with this position. Some travel will be day trips, but some will also be multi-day trips to our current and prospective Nest markets.

This position will require some responsibilities after 'normal' business hours. (Are there normal business hours anymore?) We anticipate that the vast majority of the time spent working will be weekdays from approximately 8:30-5:30. *However, please understand that there are certain periods and times of the year that will require additional hours and possibly some weekend and evening time in order to capture video content, complete projects on time and stay up-to-speed on workload.*

HOW TO APPLY

To apply for this Charlottesville-based position, please send the following **REQUIRED** items to apply@nestrealty.com:

1. Your resume and a brief cover letter in PDF format
2. A link to an online portfolio
3. Your salary requirements

PLEASE NOTE THAT INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. THESE THREE ITEMS ARE A REQUIREMENT TO BE CONSIDERED.

In addition to the three **REQUIREMENTS** above...if you're feeling up to it, *go ahead and be creative and send us whatever you want to show us that you're awesome and that you're the right person for this position.* We'd love to see your creativity shine.

Compensation is commensurate with experience. Medical coverage (health and dental) included. And, yes, we've got a 401K plan, too.

Confidentiality is ensured.

We can't wait to hear from you!