



**CREWS  
CONTROL**

**CAREERS IN THE VIDEO FIELD:  
WHAT PATHS DO PROFESSIONALS TAKE?**



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## WHAT IS THE CORPORATE VIDEO PROFESSION ALL ABOUT?

Ambitious professionals who want to become part of the video production field can explore the rewarding world of corporate video. Whether putting together internal messaging and training content or external marketing assets, video teams can make their mark and build impressive careers within the corporate video space.

Just as there are dozens of kinds of corporate videos, from seconds-long social media clips to extended live event streams, there are a few different distinct career paths. Video personnel can work for:

- **A creative agency**, tasked with end-to-end multimedia campaign creation
- **An independent agency** that executes corporate clients' video concepts
- **An internal video department** integrated into a larger business

Companies of each model need skilled staff members to handle videography, audio recording, editing, post production and much more — there are a near-infinite number of ways to join and progress within the corporate video profession.





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## THE CURRENT STATE OF CORPORATE VIDEO

The present state of corporate video has been shaped by COVID-19 in more than one way. While pandemic shutdowns made it harder for companies to film videos in person, the disruption also reminded them just how important video is as a communication method.

Video has infiltrated ever more areas of corporate life, from ubiquitous product explainer videos to quarterly CEO messages, as well as everyday video meetings that bring together teams of remote employees.

**The corporate video market is expected to expand at a compound annual growth rate of 13.8% through 2030, by which point it will be worth \$48.85 billion.<sup>1</sup>**

Powered by new channels such as video billboards and hybrid event live streams, there's more demand for corporate video content than ever before. Businesses will need skilled professionals to bring that content to life.

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<sup>1</sup> <https://www.businesswire.com/news/home/20220719005701/en/The-Worldwide-Enterprise-Video-Industry-is-Expected-to-Reach-48.8-Billion-by-2030---ResearchAndMarkets.com>



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## EDUCATION AND PREP FOR A CORPORATE VIDEO CAREER

The question facing aspiring corporate video professionals is whether it's better to pursue film school, or to enter the profession through a less specialized route.

**Film school** is considered the traditional pipeline into video production roles, as it's a place to learn relevant skills and begin making connections. Film school graduates will already know how to keep a video shoot running by the time they take their first job.

**Other paths** into the industry may come from networking opportunities, or transferring from another department at a company. Resources and advice exist for professionals hoping to start in video production.<sup>2</sup>

Many of the entry-level jobs on a video crew, such as production assistant and trainee, have skill overlap. Applicants can try out for various jobs in this tier when trying to break into film for the first time.

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<sup>2</sup> <https://www.backstage.com/magazine/article/how-to-start-video-production-career-74402/>



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## ENTRY LEVEL JOBS: BEST OPTIONS AND WHAT TO KNOW

Finding early jobs in video production is a way for professionals to set themselves up for long and rewarding careers. Since there are so many aspects to video production, it's possible to start specializing relatively early, focusing on an area such as audio, production design or lighting.

Entry-level roles could include:<sup>3</sup>

- Performing runner or production assistant duties
- Taking on small-scale editing projects
- Assisting a cameraperson, boom operator or grip
- Filming B-roll footage

These starter roles provide ways for employees to start picking up both specialized skill sets and the general rhythms of working on a video production.

The exact duties parceled out to new hires may depend on the size of a company. A small, independent crew may give more wide-ranging responsibilities to employees, while a corporate agency could have a more defined structure, with more granular job descriptions.

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<sup>3</sup> <https://filmlifestyle.com/video-production-jobs/>



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## RISING THROUGH THE RANKS IN CORPORATE VIDEO

Once professionals have built out their resumes in entry level roles, there are multiple paths up the ladder at various types of video production businesses.

Some promising positions for those who have honed their skills, along with average salaries, include:<sup>4</sup>

- **Videographer (\$75,730 a year):** Responsible for taking the reins on video production and completing multiple roles on set.
- **Location manager (\$51,412 a year):** Tasked with scouting locations and liaising with contacts who manage those spaces.
- **Boom operator (\$47,666 a year):** In charge of capturing sound on set, specifically spoken dialogue.
- **Cinematographer (\$47,805 a year):** In control of the camera crew, namely operators and assistants.
- **Special effects coordinator (\$65,482):** Designed with creating practical and digital effects, and very much in demand in today's high-tech video environment.

These jobs and more can help professionals find a lasting place at their video production business of choice.

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<sup>4</sup> <https://www.indeed.com/career-advice/finding-a-job/career-video-production>



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# WHAT SUCCESS LOOKS LIKE FOR EXPERIENCED VIDEO PROFESSIONALS

Every long-term video production career looks a little different because every person's journey is shaped by their unique interests and work environment.

Taking on a leadership job at an agency comes with a different set of responsibilities than settling into sole ownership of an independent production house, but both are valid and successful outcomes.

By tracing the examples of career industry members, including producers at independent and corporate production companies, it's possible to find some rules of thumb for climbing the ladder:<sup>5, 6</sup>

- Build experience in many aspects of production and be sure to share it on LinkedIn.
- Network with friends, colleagues and anyone you meet in film production.
- Be open to moving from independent crews to in-house or agencies, and vice versa
- Join industry online communities to keep yourself current on best practices.
- Learn to stay calm and solution-focused when troubleshooting on a video set.

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5 <https://www.videomaker.com/featured/how-being-practical-led-joanna-sloame-to-her-dream-career-as-a-successful-video-producer>

6 <https://www.mediabistro.com/be-inspired/advice-from-the-pros/video-producer-success-tips/>



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## DIVERSE PATHS TO THE TOP

Achieving sustainable and creatively satisfying career outcomes in video production can take a very different form considering the business. Some concepts to keep in mind when progressing in the field include:

- **Creative agencies:** Agencies will go through boom and bust cycles of activity, as their work is set by their clients' needs. It's important for these agencies to build lasting and rewarding relationships with those clients.
- **Internal video departments:** These video teams are unique because of their nature as corporate departments. They can thrive most when they take advantage of this closeness and collaborate with the rest of the organization.
- **Independent production organizations:** Unaffiliated video businesses can make the most of their independence by focusing on a style or subject matter that aligns with their owners' creative goals, and by working at a sustainable pace.<sup>7</sup>

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<sup>7</sup> <https://vimeo.com/blog/post/video-production-company-advice/>





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## FINDING A NICHE IN VIDEO PRODUCTION

From year to year, changes in technology and viewer preferences bring new priorities to the fore in video production. Keeping up with these developments can help videographers and producers stay relevant and rise to the top, whether they're working in a corporate, agency or independent setting.

For instance, recent hot-ticket items in the world of corporate video include:<sup>8</sup>

- **Short-form video:** Clips of just a few seconds can have a major impact on viewers, especially when they gain traction on rising social media platforms such as TikTok.
- **Animation:** When unable to film in person during COVID-19 lockdowns, companies needed to find alternatives. Animation lets businesses express their viewpoints without a conventional shoot.
- **Interactive clips:** Videos that allow viewers to choose their own experience are a rising area of interest, using technology to reach out to customers directly.

The years ahead will inevitably bring new trends to embrace and technologies to pursue, and the most effective video professionals will evolve along.

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<sup>8</sup> <https://filmlifestyle.com/video-production-trends/>



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## PROFESSIONALS' DECISION: START A BUSINESS OR JOIN ONE?

In addition to the choice around what kind of video business to work for — an agency, corporate department or independent crew — video professionals have an extra option. Namely, they can found their own independent production company rather than joining any existing organization.

**Going the start-up route has a lower barrier of entry in corporate video than in many other fields. New companies can establish their names as trusted video providers on relatively short timelines.**

The true best path for video professionals may involve keeping their options open and pursuing multiple paths at once. For example, skilled video crew members working for agencies or corporate departments can serve their own clients on a freelance capacity, potentially changing the balance of their workload over time.<sup>9</sup>

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<sup>9</sup> <https://filmlifestyle.com/video-production-jobs/>





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## CREWS CONTROL'S ROLE IN THE VIDEO PRODUCTION LANDSCAPE

In addition to the various types and sizes of video production companies dotting the landscape, there are also businesses like Crews Control that make fortuitous connections between top crews and the companies that can make use of their services.

Crews Control hosts two types of roundtable gatherings where participants in the industry can get together to share insights:

### Video and Broadcast Executive Roundtable

These are invite-only gatherings for video leaders at Fortune 500 companies and top agency networks. Conversations led by thought leaders at these meetings are designed to encourage collaboration, disruption and the overall elevation of video excellence.

### Media and Communications Career Roundtable

This type of roundtable is designed to jumpstart and nourish the careers of newcomers to the video production landscape. Here, recent entrants to the field (or those considering a career change) can get insights and forge bonds with experts.

**Reach out** to learn more about these gatherings.





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