



Classification Description

Job Title: Senior Videographer and Content Producer

Pay Grade: 116

Job Code: 4209

FLSA Status: Exempt

Job Purpose

The Senior Videographer and Content Producer will be responsible for planning and executing a comprehensive plan for video storytelling, while also supervising and mentoring another videographer. This individual will work closely with the College's marketing and communications team to create compelling video content that engages and informs various stakeholders.

General Responsibilities

Essential Functions

Drone Operation and Filming

Utilizes advanced drone equipment to capture high-quality aerial footage of the College's campuses, events, and activities.

Ensures adherence to safety protocols and regulations while operating the drone.

Maintains and calibrates drone equipment to ensure optimal performance.

Video Production

Plans and executes video shoots, including pre-production tasks such as scriptwriting, storyboarding, shot lists, and location scouting.

Operates professional-grade video cameras, lighting equipment, and audio recording devices to capture footage.

Edits raw footage using industry-standard software to create polished videos with professional effects, transitions, and audio enhancements.

Collaborates with the marketing team to develop creative concepts and visual storytelling strategies.

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Storytelling and Content Creation

Develops a comprehensive video content strategy that aligns with the College's branding and messaging goals.

Works closely with stakeholders to understand their objectives and translates them into compelling video narratives.

Conducts interviews and captures testimonials that highlight the College's achievements, student experiences, faculty expertise, and community impact.

Stays up-to-date with industry trends and emerging technologies in video production to bring innovative ideas to the College's video storytelling efforts.

Supervision and Mentoring

Provides guidance and supervision to a videographer, ensuring their professional growth and development.

Assigns and delegates video projects, ensuring the videographer has the necessary resources and support to complete their tasks.

Reviews and provides constructive feedback on the videographer's work, helping them improve their skills and maintain high-quality standards.

Fosters a collaborative and positive work environment within the videography team.

Project Management

Manages multiple video projects simultaneously, ensuring deadlines and deliverables are met.

Collaborates with cross-functional teams to coordinate video shoots and integrate video content into various channels and platforms.

Maintains a comprehensive video library and organizes footage for easy retrieval and repurposing.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

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Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree in film, media production, or a related field is preferred.

Proven experience as a professional videographer, with a portfolio demonstrating expertise in videography and storytelling.

FAA Part 107 drone certification.

Proficiency in operating professional video cameras, lighting equipment, and audio recording devices.

Advanced skills in video editing software, such as Adobe Premiere Pro, Final Cut Pro, or similar.

Strong understanding of composition, lighting, sound design, and other elements of video production.

Excellent organizational and project management skills with the ability to prioritize and meet tight deadlines.

Outstanding creative thinking and problem-solving abilities.

Strong communication and interpersonal skills to collaborate effectively with diverse stakeholders.

Previous supervisory experience, including the ability to provide guidance and mentorship to team members.

Ability to work independently and as part of a team, with a high level of professionalism and attention to detail.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.

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- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: October 4, 2023.