

## Classification Description

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**Job Title:** Videographer I

**Pay Grade:** 115

**Job Code:** 4752

**FLSA Status:** Exempt

### **Job Purpose**

The Videographer plans, produces, and completes video, motion-graphics, photography, and related visual assets that advance Florida SouthWestern State College's marketing and strategic communication goals. The role combines journalistic storytelling, technical production, proactive idea generation, and cross-team collaboration while mentoring colleagues in foundational multimedia skills. This position reports directly to the Manager, Creative Assets & Brand Management.

### **General Responsibilities**

#### **Essential Functions**

Researches, scripts, storyboards, films, and edits commercials, program spotlights, testimonials, tutorials, and social-first videos.

Integrates motion graphics, captions, and accessibility best practices.

Provides event photography and b-roll, as needed.

Proactively identifies and pitches compelling stories aligned with campaign objectives and brand pillars.

Hosts workshops and creates documentation to upskill marketing teammates on basic videography, lighting, and audio techniques.

Mentors student workers or interns on production standards.

Partners with Graphic Designers and Marketing Strategists to repurpose assets for multiple channels and meet campaign deadlines.

Assists with light graphic-design tasks during production lulls.

Tracks work in TeamDynamix, meets service-level targets, and maintains organized archives in the Digital Asset Manager.

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Reviews performance data to refine storytelling approaches and shares insights during campaign retrospectives.

Performs other related responsibilities to meet evolving departmental needs.

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.

### **Knowledge, Skills and Abilities**

#### **Minimum Qualifications**

Bachelor's degree from a regionally accredited institution of higher education in film, digital media, journalism, or communications.

Two (2) years of full-time professional work experience in multimedia production for marketing or editorial purposes. An appropriate combination of education and experience may be substituted.

Ability to independently travel to all FSW campuses in Lee, Charlotte, Collier and Hendry counties and other locations for College business.

Proficiency with professional cameras, lighting, audio, Adobe Premiere Pro, and either After Effects or comparable motion-graphics tools.

Working knowledge of Adobe Creative Cloud (Photoshop, Illustrator), Canva, or similar.

Familiarity with project-management techniques and/or software (TeamDynamix, Asana, Trello).

Strong storytelling, interviewing, and interpersonal skills.

Self-motivated and proactive, with the ability to work independently and take initiative.

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.

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- 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.
- 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.
Travel:	Ability to travel between campuses. Travel requirements may also include other domestic or international locations.
Mental:	Routinely requires the ability to interpret, analyze and perform critical thinking skills. Work is fast-paced and deadline-driven; this person must be a self-starter who exhibits creative problem solving and multitasking.

Approved: July 8, 2025.