



Job Title: Visual Media Specialist (Lead Videographer/Photographer/Editor)

Position Title: Visual Media Specialist (Lead Videographer/Photographer/Editor)	Reports to: Creative Services Director
Job Category: Administrative	FLSA: Exempt
FTE: 1.0; year-round position	Current Date: January 2023

General Summary: The Visual Media Specialist (Lead Videographer/Photographer/Editor) supports Marketing and Communications office efforts to promote awareness and understanding of University School of Milwaukee and all that it has to offer. Specifically, the position helps drive interest from new families looking to enroll their children at the school, and also from the entire school community for gifts of time, talent, and treasure. This individual will help the school share stories with many different constituency groups, primarily through video and photo capture, editing, and creation, for marketing initiatives and documentation of various school activities. Reporting to the Creative Services Director, the Visual Media Specialist also helps to ensure brand compliance by members of the community with the school’s visual identity guide.

Essential Duties and Responsibilities:

- Collaborates with team members to plan for, produce, and/or direct media that advances the school’s mission while adhering to visual identity and branding styles and guidelines.
- Produces, films, and edits video footage for various storytelling, enrollment marketing/advertising, and fundraising and stewardship needs for different areas of the school, while also assisting with storyboarding, scripting, logistical coordination, and interviewing.
- Takes still photography in classrooms and at various school events for a wide variety of marketing and communications applications, including print and digital assets.
- Coordinates with outside video production companies and freelancers for special projects as needed, and manages the footage selection and review processes for project needs.
- Manages and schedules third-party photography provider for event-specific photography needs and annual student, faculty, and staff portraits.
- Manages the school’s YouTube channel, including videos and playlists.
- Organizes storage for all digital video assets, including raw footage and final production files.
- Maintains digital photography libraries, including identification of selects from photo shoots.
- Assists with design and layout of various print and digital collateral materials in support of enrollment, advancement, and other marketing needs.
- Assists in coordination for design and layout of the school’s semi-annual magazine, USM Today, as well as the school’s annual advancement report.
- Creates photo galleries and slideshows for website, social media, and other digital needs.
- Maintains camera and video equipment and accessories and stays on top of the latest editing software technology through various professional development opportunities.
- Maintains an annual calendar of multimedia projects in the office’s project management software.
- Serves as an internal consultant and collaborative partner with faculty and staff.
- Other duties as assigned.



Knowledge, Skills, and Abilities:

- Demonstrated videography, photography, and digital graphic design/layout skills
- Excellent communication skills and strong interpersonal skills with a desire to work with teams
- Passion for creating visually appealing and impactful storytelling assets as part of a team
- Creative thinker and storyteller with the ability to generate new ideas, troubleshoot issues, and problem-solve as needed
- Proficiency in artistic but also technical aspects of videography and photography, including cinematography, lighting, and audio production
- Strong digital editing and retouching skills
- Proficiency in technical aspects of videography and photography, including equipment use, lighting, composition, exposure, video and audio production, workflow, etc.
- Proficiency with Adobe Creative Suite/Creative Cloud programs, including Premiere Pro (or Final Cut Pro), After Effects, Photoshop, and Lightroom (Illustrator and InDesign a plus)
- Excellent organizational skills with a strong degree of self-direction and motivation and attention to detail
- Ability to work collaboratively with others and maintain positive professional relationships
- Ability to be flexible and handle multiple projects
- High level of maturity, confidentiality, and assertiveness
- Capable of competently operating technology and staying ahead of technological advances and trends, incorporating them into internal client work when appropriate
- Occasional work outside of traditional work hours may be required to cover school events

Education and Experience:

- **Bachelor's degree in a related field (art-related major such as videography, photography, multimedia/digital communications, or similar preferred; marketing, media, communications, or similar also acceptable with corresponding experience and portfolio)**
- **Minimum of three years of related experience, documented by a strong portfolio that includes a wide range of video and photo examples that would be shared during the application and interview process**
- **Experience in an education setting, or other nonprofit environment, preferred but not required**

Working Conditions: Good working conditions in an office and school environment

Drug Free Workplace:

The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment at University School of School of Milwaukee pursuant to the Substance Abuse/Drug Free Workplace policy.

Disclaimer:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding the position and additional rules may be assigned.

Physical Requirements:	Percentage of Work Time Spent on Activity			
	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and ability to adjust focus.				X
Hearing: Must be able to hear well enough to communicate with students, employees, and others.				X
Standing/walking/sitting				X
Climbing/Stooping/kneeling/balancing.		X		
Lifting/pulling/pushing up to 5-25 lbs (i.e. boxes of books and mobile computer carts, etc.)	X			
Manual dexterity to operate computer and office equipment.				X
Bending at the neck and waist.			X	
Communication: Ability to talk, hear, and express and understand ideas and thoughts. Able to meet multiple demands from several people and interact with public and staff.				X