

Arcadia University
Arcadia University Position Description

Job Title:	Video and Multimedia Specialist	Date:	September 2023
Department:	University Marketing and Communications (MarComm)	Reports To:	Creative Director
Unit:		Full/Part Time:	Full-Time

Arcadia University seeks an energetic and confident videographer/photographer to inspire and capture bold imagery to tell Arcadia University's brand's story. This professional videographer with multimedia and photography skills will take a clever concept through to completion and dissemination. The ideal candidate should demonstrate successful multimedia storytelling techniques that convey the brand message and build the University's reputation, enrollment, and engagement goals.

The Video and Multimedia Specialist reports to the Creative Director and is a vital member of the creative team. This creative thinker is dedicated to trends in video, photography, and new media development and maintaining high content standards across all stakeholder groups, including prospective students and their families, alumni and donors, current students and parents, the media, and higher education influencers. This creative team supports Arcadia in achieving its strategic goals and manages Arcadia's graphic and editorial standards and style.

Applications submitted without a portfolio will not be considered. Please include video and still work to be considered for the role.

Responsibilities:

- Expert knowledge and skills using Adobe Premiere and After Effects.
- Superb photo editing skills, knowledge of taxonomy, and experience managing Digital Asset Management (DAM) software.
- Develop bold and compelling visual content (including video, photography, audio, motion graphics, etc.) from concept through production.
- Create strategic video and new media content that conveys Arcadia's core messages and engages Arcadia's primary audiences.
- Act as an effective liaison among staff, faculty, students, and others to develop steady streams of compelling visual content.
- Strong interpersonal communication skills and the ability to work independently and as part of a dynamic team and across the University.
- Skilled in all aspects of video and photography production, including storyboarding, audio, lighting techniques (both studio and natural lighting), shooting, photography,

videography, editing/post-production, graphics, production, studio setup, and maintenance.

- Produce and distribute videos and photos, including filming, editing, posting, sharing, and uploading content to the University and subsites across the website, social media channels, Vimeo, and YouTube channels.
- Curate and drive a video and photography cycle, including semester calendars to support content strategies.
- Serve as the Office's point of contact with third-party vendors on video and new media projects.
- Oversee the security, operation, and maintenance of audio/visual equipment.
- Inventory the equipment and technology, and maintain equipment's operational condition by charging, testing, and performing preventive maintenance as appropriate.
- Ability to work a flexible schedule, including nights and weekends, with some travel involved.
- Maintain the highest quality of photography and videography according to the institutional brand.
- Assists other department staff as needed to promote a team effort and support University initiatives.
- Be an active and positive team member, contributing to team meetings with energy, and contribute as a positive member of the Arcadia community.

Required Knowledge and Experience

- Bachelor's degree from an accredited college or university in video production, photography, graphic design, or a related field or an equivalent combination of education and experience.
- At least four years of relevant multimedia and video production experience in Adobe Premiere and Adobe After Effects.
- Experience producing/editing podcasts
- Experience providing training and mentoring to content editors campus-wide, recruit, and manage student photographers.

Preferred Experience:

- Experience working at a college or university
- Experience with Sony A7IV Camera preferred
- Experience using a content management system such as Canto and ClickUp.

Required Skills

- Ability to demonstrate patience, confidence, and an excellent attitude to manage onsite photoshoots.
- Demonstrates a proactive approach with the vision to capture campus in new and innovative ways.

Preferred Skills

- Adobe InDesign, Photoshop, Illustrator.

- FAA license to operate a drone for aerial footage and photography. Arcadia will provide resources for certification if not licensed.

Supervision:

Received: Creative Director

Given: Student Worker Photographers/Videographers