



VIDEO/PHOTOGRAPHY/EDITING SPECIALIST JOB SUMMARY

We are currently seeking an experienced professional staff Video/Photography/Editing Specialist who will be responsible for the creation of videos and photos that promote and market Urban Youth Workers Institute (UYWI). The Specialist will be responsible for all phases of content creation (creative ideation, shooting, editing, and converting) for use in marketing, social media, and program resources.

The Specialist will work as part of the UYWI creative team and will also assist with writing titles, descriptions, captions, and tags for photos and videos. The Specialist will be adept at creating short-form videos that inspire our audience to learn more about UYWI's resources, content, programs, and events. This person is also highly skilled at taking professional-grade photos. The division of duties will vary, but the Specialist will likely spend close to 70% of their time on video projects and 30% on photo activities.

RESPONSIBILITIES

Digital Media Production (Video & Photography)

- Serve as UYWI's primary videographer, photographer, producer, and editor, for all events, programs, resources, and marketing materials
- Produce high-quality, creative videos and photos with top notch audio, lighting, and editing
- Direct subjects clearly, and with respect, to capture specific action and events for the camera
- Oversee all pre and post-production for digital content creation, including production timelines
- Create shot-list, storyboards, and asset deliverable expectations for calendared shoots
- Direct social media ambassadors on digital projects and collaborate with them to provide content to all UYWI media outlets
- Capture, edit, cut, and build videos from assets to create cohesive story sizzle reels, 15, 30 and/or 60 second spots on social sites or for pre-roll spots
- Assist in creating web-ready images and compressed videos that can be rendered quickly
- Plan, set up, direct, and capture both studio and on location shots, including prop styling and lighting, to create compelling imagery to be used both as digital and print assets

Creative & Marketing

- Develop and build out brand image for UYWI, editorial, and social imagery
- Manage visual language and reinforce UYWI brand
- Work with Creative Director to develop ideas and opportunities to create content
- Keep current with trends in film, video, audio, photography, graphics, and animation to suggest new content ideas
- Work with Creative Team on Marketing Campaigns

Asset Library

- Produce, manage, and maintain UYWI's videos on digital media apps & platforms (i.e. YouTube, Vimeo)
- Edits, optimizes, aggregates and packages assets for digital and print publication (e.g., UYWI website, Facebook, Twitter, Instagram, Marketing Brochures, Events)
- Assembles, formats, prioritizes and ensures quality control on all digital content
- Responsible for image library management; from organization and maintenance to making available for sharing with the team
- Ensure all image release consent forms are obtained

Equipment Setup & Care

- Pack, and transport video camera, tripods, lighting, microphones, and other associated equipment to all sites and other necessary locations
- Operate, maintain, and set-up all photography, video, audio and lighting equipment
- Troubleshoot issues with audio/video equipment

Additional Responsibilities

- This job requires working some nights and weekends
- Domestic and International travel may be required
- Participate in Creative Team and Corporate meetings as required
- Perform other duties as assigned

QUALIFICATIONS:**Required Qualifications:**

- Bachelor's Degree in Digital Cinematography and Film, or related field is preferred (can substitute high-level work experience on year-for-year basis)
- 3-5 years' experience preferred; from ideation, production, photography, videography, editing, and an understanding of how it ladders up to brand storytelling
- Must have experience filming, directing and editing video
- Proficient using DSLR, video, audio and lighting equipment
- Experience working closely with the existing brand and marketing teams to ideate, develop, and produce creative content (photo, graphic and video) for brand use across channels
- Ability to style and create photo/video assets suitable for social media, web, and ad campaigns
- Above average retouching abilities on video and digital imagery
- Ability to take professional-grade photos, including headshots and lifestyle shots
- Must be proficient using specialized software such as Final Cut Pro X, and Adobe Creative Suite (Photoshop, Illustrator, and InDesign), Lightroom, and Bridge
- Must be fluent in audio editing software such as Adobe Audition or Logic Pro

Preferred Qualifications:

- Experience using drones to capture videos and photos
- Experience using such video-editing techniques as jump cuts, invisible cuts, and hyper-lapses
- Audio post-production experience (e.g., noise filtering, compression/expansion, leveling, normalization)
- Proficient using a PC and MAC based computer
- Strong technical knowledge of digital media
- Demonstrated interest in, and understanding of, urban ministry and leadership
- Marketing experience
- Bilingual (Spanish)

CRITICAL COMPETENCIES

- Possesses High level of creativity



- Ability to work in a creative, fast-paced environment, and stay controlled under difficult situations
- Possesses a strong work ethic and willingness to take initiative and be proactive
- Excellent communication and organizational skills with innate attention to detail
- Ability to work independently on projects and also collaborate with a team
- Excellent communication (written/verbal) and interpersonal skills
- Excellent project management skills
- Ability to manage multiple projects simultaneously
- Successfully meets deadlines

Other Requirements:

A link to a portfolio that includes videos you have created and photos you have taken must be listed on your resume