Position Description

Multimedia Production Specialist

Hayes Hill Title/Level: Associate Media Specialist, 100%, Two-year, Fixed-term Terminal Appointment
Working Title: Multimedia Production Specialist
Position reports to: Director of Marketing and Communications

Summary:
Position serves as the primary videographer and photographer for University Relations at UW-Superior. Must have strong understanding of storytelling through the use of video and photography and have mastery of the technology necessary to produce high-quality videos and photographs. Individual should be able to work in team environment and independently while managing projects from beginning to end. Must be willing to work some nights and weekends as assignments require.

Responsibilities:
• Serve as the main videographer and photographer for campus
• Convey a vision for a project both in the field and in the editing room
• Conceptualize and execute a video on a specific subject
• Must know how to shoot studio photography as well as “live-action” photography
• Be proficient with high-definition video equipment, digital photography and digital audio recorders
• Produce magazine-quality photographs that are magazine for campus publications
• Ability to work independently
• Work collaboratively with people from across campus to help meet their needs for photographic support for promotional, informational, scientific, and branding needs.
• Interview sources for video production
• Edit video and still photography and be confident in use of professional software such as Adobe Creative Suite and Final Cut Pro
• Upload optimized video and photographs to campus websites and social media sites
• Responsible for both a studio and remote production, including set construction, video lighting set-up, floor direction, camera work, audio work, and technical direction.
• Responsible for making autonomous decisions in the field.
• Assist internal and external clients with multimedia needs for use in public relations, magazines, brochures, newsletters, other publications, recruitment and other promotional materials.
• Must perform artistic, creative and skilled video and digital photographic work to capture and reproduce photographic images reflecting the full range of activities at UW-Superior.

Minimum Qualifications:
• Bachelor’s degree in media, communications and/or related field
• Minimum of 3 years experience in video production and digital photography and demonstrated ability to tell compelling visual stories in both media.
• Must have broad knowledge of photographic processes, methods and new technologies.
• Command of a variety of digital cameras and equipment, including electronic strobe, and other lighting equipment.

Preferred Qualifications

• Graphic design skills
• General knowledge of marketing best practices