

# JOB DESCRIPTION



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**Position Title:** Video Production Specialist

**Department:** Enrollment Management and Marketing

**Employment Category:** Professional Staff

**Primary Location:** District-wide  
Based on Sierra Vista Campus

**FLSA Classification:** Non-exempt

**Parameters:** 40 hours/week; 12 months/year

**Pay Grade:** PS08

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**Position Summary:** The Video Production Specialist is responsible for gathering content and producing visual stories in a variety of formats (video, photography, sound and graphics) to showcase the college's faculty, staff, students and alumni in alignment with the college's marketing and recruiting initiatives.

**Essential Functions:** As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

**Duties and Responsibilities:** Within the scope of college policies and procedures, this position:

Assists in identifying and developing compelling and informational story topics; leads efforts and produces original and engaging video content that aligns with the college's marketing and recruiting initiatives including advertisements, testimonials, website, internal training videos, social media content, animation or other platforms as needed

Coordinates video projects from pre-production planning to post-production and release of the final products; manages all aspects of shoots including creating scripts, scheduling, equipment, story-boarding, shot lists and teardown; coordinates logistics and assembles appropriate personnel for video shoots; engages with staff, faculty, students and leadership to produce dynamic on-camera appearances and/or interviews; edits raw footage to provide rough cuts for feedback, audio mixing and syncing, creates animation, and manages other facets of post-production work for project finalization; manages, exports, and uploads videos to proper channels including YouTube, Facebook, internal and external website as well as organizes all final projects

Assists the Media and Communications Coordinator with storytelling when video content is assigned; attends campus events and reports on visual stories to include documentary-style and live broadcast via Facebook Live, Snapchat, or the web, to inform, entertain and engage potential and current students

Assists the department in taking publication-quality photos for distribution to appropriate outlets or publication uses as needed

Follows appropriate guidelines and processes for video production and collaborates with marketing team to ensure content represents the college's brand standards; stays current on all relevant laws, rules, statutes, practices and requirements of video production, including ADA requirements.

Performs other duties as assigned

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**General Expectations:** Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

**Education and Experience Requirements:**

Associate's degree in media, video, journalism or related field from a regionally accredited institution of higher learning recognized by the US Department of Education.

Two years of video production/editing experience

*An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.*

**Knowledge, Skills and Abilities:**

Knowledge of and ability to follow college policies and procedures

Knowledge of current industry principles, trends and best practices of video and media production

Knowledge of audio and video production software and applications including use of Adobe Creative Cloud Suite (Premiere, After Effects, Photoshop and Illustrator)

Knowledge of current information technologies, including but not limited to word processing, database, presentation, and spreadsheet software, specifically Microsoft Office and Google applications

Skill in coordinating and prioritizing competing demands

Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner

Ability to maintain strict confidentiality related to sensitive information

Ability to relate to a diverse population and to maintain composure when faced with difficult situations

Ability to multi-task and organize, prioritize, and follow multiple projects and tasks through to completion with an attention to detail

Ability to work independently while contributing to team environment

Ability to effectively identify and resolve problems and to maintain strict confidentiality related to sensitive information

Ability to analyze problems, identify solutions, and take appropriate action to resolve problems using independent judgment and decision-making processes

Ability to establish and maintain effective working relationships with other department staff, faculty, students and the public

**Work Environment:** Work is primarily performed under general supervision in a classroom or office setting with appropriate climate control. Some projects and work tasks will require working outside in varying weather and environmental conditions.

**Physical Requirements:** Essential functions of this position require: lifting, manual dexterity, to include fine motor skills, ability to communicate verbally and in writing. Work is performed under limited supervision. Work is performed in a variety of environments indoors and outdoors. Travel, evening, and weekend work may be required.

Medium work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves

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sitting only occasionally, walking and standing are required regularly, incumbents may be required to kneel, crouch/squat, crawl, climb, stoop, turn/twist, balance, reach, or handle

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem solving skills are important

**Reports to:** Media and Communications Coordinator

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.