



Monmouth

COLLEGE

DESCRIPTION, DUTIES, AND EXPECTATIONS OF POSITION

POSITION TITLE:	VIDEO AND DIGITAL CONTENT SPECIALIST/VISUAL STORYTELLER
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME (12 MONTHS) EXEMPT
DEPARTMENT:	COMMUNICATIONS AND MARKETING
DEPARTMENT HEAD:	ASSOCIATE VICE PRESIDENT OF COMMUNICATIONS AND MARKETING
IMMEDIATE SUPERVISOR:	CREATIVE DIRECTOR

SUMMARY:

The Video and Digital Content Specialist is responsible for video products on all of the College's platforms. Working with other campus offices – especially the Admission, Athletics, and Alumni and Development offices – this position works as a member of the Communications and Marketing team to ensure that video projects tell a consistent and accurate story of the College.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Assist in the creation, execution and management of the College's video projects
- Produce and assist with livestream efforts
- Shoot photos and video of main events and contribute to photo and video libraries
- Create, preserve, and organize photography and videography assets
- Transition aging solutions to new technologies
- Evaluate existing solutions for methods to increase efficiency and reduce redundancy
- Assist in maintaining the College's Digital Library

JOB REQUIREMENTS AND QUALIFICATIONS:

Knowledge and Skills

- Strong writing skills
- Strong video editing abilities
- Ability to work in Adobe Creative Cloud and Final Cut Pro
- Demonstrated ability to plan, implement, and evaluate complex tasks and procedures
- Excellent organizational and communication abilities
- Willingness and ability to work effectively with all campus and associated constituencies
- All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

EDUCATION AND EXPERIENCE:

Bachelor's Degree in journalism, public relations, broadcasting, communication, telecommunications, English, marketing, new media, web development, or related field required. Two to four years of professional experience is preferred.

WORK RELATIONSHIPS:

The Video Producer reports to the Creative Director. The Creative Director reports directly to the Associate Vice President of Communications and Marketing, who reports to the President. The Video Producer works directly with other Communications and Marketing staff members, and the position works collaboratively with departments and offices across the College. Position frequently has general contact with Monmouth College staff, faculty, and students as well as persons outside the campus community.

PHYSICAL REQUIREMENTS: Work is normally performed in a typical office setting with some travel to main campus required.

- Sitting in a normal seated (stationary) position for extended period of time.
- Reaching by extending hand(s) or arm(s) in any direction.
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard.
- Communication skills using the spoken word, discerning and conveying (exchanging) information.
- Vision sufficient to see within normal parameters.
- Hearing sufficient to hear within normal range.
- Mobility sufficient to traverse campus.
- Occasionally required to move or transport (lift) items weighing up to 15 pounds.

GENERAL EXPECTATIONS OF POSITION:

Regular attendance on the job is an essential function of the position. Maintain office hours as needed or assigned. Conduct is expected to be professional and courteous. Work additional hours as necessary to successfully carry out all position responsibilities and to achieve the position's goals and expectations. Work weekends and evenings as necessary. Maintain confidentiality. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS:

The whole or any portion of this position description may be added to, amended, or deleted at any time by the position supervisor, department head, Human Resources, or the College President.

DISTRIBUTION:

One copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.

Updated: 14 August 2023