**UC Davis Graduate School of Management**

**Videographer/Editor**

**Visual Communications Specialist 4**

Job Summary

We seek a talented, full-time videographer/editor with proven skills and experience to communicate in a variety of formats—video, animation, photo, audio and design. The visual communications specialist works to showcase the Graduate School of Management’s student experiences, alumni success, faculty activities and corporate partnerships through engaging video content for a variety of audiences on multiple digital platforms.

Under the direction of the executive director of marketing and communications, the visual communications specialist will coordinate, shoot, produce and publish short-form multimedia projects that include video, animations, graphics and images.

They will operate with a high degree of autonomy and exercise high-quality judgement, while strategically producing high-volume, high-quality video content that elevates the Graduate School of Management.

The video communications specialist will mentor/advise staff and students in creating visual content and advise on strategic usage of web and social media video. They will keep current with video editing, photo editing, multimedia design, video web technologies and analytics tools to measure performance.

Utilizing their advanced technical skills and knowledge, the video communications specialist will plan and execute strategic and advantageous video projects for social media, websites, and presentations. Collaborate with the GSM’s award-winning Marketing and Communications team, including social media specialist, director of digital marketing, content marketing specialist, email marketing specialist as well as students, staff and faculty. This role will also manage our YouTube channel and our digital assets on cloud-based platforms such as Pics.io and Frame.io.

**Essential Responsibilities**

**75% Video Productions**

* Collaborate closely with our marketing and communications team brainstorm, strategize and produce effective, compelling multimedia video productions for different audiences on a wide range of platforms and formats: web, paid digital ads, organic social media posts (YouTube, Facebook, Instagram Reels/Stories, TikTok, Twitter, LinkedIn) and third-party partner sites such as MBATUBE and MASTERTUBE.
* Develop project briefs, collaborate on scripts and storyboard as needed in a fast-paced, deadline-driven environment. Collaborate with faculty, students, alumni and other community members to schedule video shoots and travel as needed any of our four locations.
* Operate sophisticated video hardware, including LED lighting, Sony and Canon video cameras, lenses and audio recording, high-end Apple Mac computers and peripherals.
* Use Adobe Premiere and After Effects to edit final productions with creative, high-quality animations, effects and other video storytelling methods. Manage and leverage Frame.io, a cloud-based video collaboration platform and Pics.io, a digital asset management platform for digital photos.
* Oversee a student assistant to assist/mentor with video, photo and editing projects.
* Mentor staff, faculty and graduate business students in the use of video and photography technology to help them contribute the best user-generated content for our communications platforms and channels.
* Stay current with video, photography, visual digital technologies. Follow UC Davis campus graphic design, editorial and visual brand guidelines.

**20% Video and Photography**

* Provide video and photos for various Graduate School of Management websites, email, social media, presentations, multimedia productions and print publications.
* Provide video and photography for special events as needed.
* Operate highly sophisticated video and still photographic equipment, including digital cameras, lenses, filters, tripods, exposure meters and specially designed lighting equipment, to produce video and photographs of the highest professional quality.
* Maintain a high level of technical expertise, along with extraordinary photographic and videographic knowledge, skill and artistic talent, to produce photos and video that are consistent in highest quality, composition and communication values.
* Collaborate with marketing and communications team on websites and serve as a mentor for multimedia techniques and training.
* As needed, plan, direct and coordinate with other photographers and videographers and oversee the work of student assistant.

**5% Manage Video Files and Archives**

* Lead and manage digital asset databases and other media collections, including file backups on external hard drive and cloud services (Dropbox, Pics.io, Frame.io).
* Keep collections current, archive multimedia files and digital images, ensuring that metadata information is complete and correct.
* Archive photos, videos and multimedia products appropriately.
* Respond to requests for archived images from the school's community, the news media and others.

**Minimum Qualifications**

* Bachelor’s degree in film, media production, communications, digital media or related field or an equivalent combination of education and/or experience
* Professional level knowledge, skills and experience with software and equipment used in video, audio and photography editing (Adobe CS, Adobe Photoshop, Adobe Premiere, Adobe After Effects, etc.) as well as lighting, sound recording and post-production to creatively apply production techniques.
* Extensive experience and demonstrable leadership experience in filmmaking, photography, video development, editing and design to build relationships with various audiences to enhance a story.
* Experience producing complex and strategic digital content aimed at engaging key audiences, including experience with principles, practices and techniques of video, audio, design and photography production for digital storytelling, storyboarding and/or script writing, planning, coordinating and adhering to production schedules and deadlines.
* Experience operating sophisticated video and DSLR photographic equipment including file codecs, cameras, lenses, filters, gimbal, tripods, exposure meters and lighting equipment, to produce video and photographs of the highest professional quality.
* Written and verbal communication skills to communicate complex subjects to groups with various levels of knowledge and management levels.
* Experience interviewing diverse subjects on video and/or audio; interpersonal and oral communication skills to work effectively with internal and external video subjects.

**Preferred Qualifications**

* Design talent and knowledge of animation (advanced use of Adobe After Effects), as well as the ability to use image-editing and graphic-design software, to produce sophisticated infographics and Web graphics
* Ability to quickly learn and master new computer applications and technologies, and to problem-solve, communicate and teach complex technological skills to other staff members and student interns.
* Able to communicate effectively with a wide range of community members, from students, staff, faculty, alumni, business executives, etc.
* Ability to thrive in a fast-paced, high-volume, high-quality team environment.

**PHYSICAL DEMANDS**

* Ability to see the full color spectrum of light and visually color-correct images with a high degree of accuracy.
* Ability to accurately record and edit sound, and effectively integrate sound into multimedia products.
* Ability to operate multimedia recording, lighting, editing and production equipment.
* Ability to transport/carry heavy camera equipment, including lights and tripods to various locations to conduct shoots.

**WORK ENVIRONMENT**

* Work occasional weekends, evenings, and during news events.
* Regular travel on and occasionally beyond the UC Davis campus.
* This position requires occasional travel, mainly to the Graduate School of Management’s Sacramento and Bay Area campuses.

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