

JOB DESCRIPTION

Multimedia Specialist

Position Information

Description: Responsible for the creation of high-quality photos and video to use on University Union and Student Engagement Center digital platforms. Content will promote the University Union and the Student Engagement Center, its programs, and operations.

Modality: Onsite, In-Person

Supervisor: Marketing & Graphic Design Specialist

Pay Rate: \$12.50/hour (*effective Spring 2024*)

Time Commitment: 12-15 hours per week during the academic year. Nights and weekends are required. Hours are available during academic breaks (winter/summer).

Responsibilities

- Create and roll out a variety of short-form videos, which may include vlogs, narratives, how-to's, interviews, social media videos, or event recaps, that feature University Union and Student Engagement Center events and specials
- Work closely with the Digital Communications Assistant to produce social media content and provide artistic direction for videos
- Meet with clients in person to brainstorm and discuss projects
- Facilitate video creation from start to finish, including pre-production (storyboarding, finding and communicating with talent), production (capturing content), and post-production (editing and finalizing the product). These tasks will be completed with the support of a supervisor or other team members.
- Attend various University Union and Student Engagement Center events to capture photos.
- Maintain an up-to-date photo archive of University Union and Student Engagement Center events and student activities through Flickr and other relevant file storage systems.
- Field requests for photography sessions and video projects from external clients via email, phone, or in person as needed.
- Create a work project schedule to efficiently balance workload
- Operate iMac computer components, accessories and software including photo & video editing tools, digital camera, the scanner, printer, laminator, and banner printer
- Responsible for special project areas that will be assigned each semester
- Attend weekly staff meetings
- Completion of all other duties assigned by the student Marketing Coordinator and full-time Marketing & Graphic Design Specialist

Required Qualifications

- Experience filming and editing video content
- Experience with iMovie, Adobe Premier Rush, or similar video editing software
- Experience capturing photos using a full frame (mirrorless) camera
- Familiarity with UW-Green Bay, the University Union, and Student Engagement Center
- Strong verbal and written communication skills

Preferred Qualifications

- Knowledge on types of photo studio and video capture equipment, such as lighting, microphones, and props.
- Proficiency with Adobe Photoshop, Adobe Lightroom, and video editing software such as Adobe Premier Pro or Final Cut Pro

Updated: 02/20/2025