University Housing
Student Employee Position Description

Job Title: Student Marketing Assistant – Videographer/Photographer

Department: Communications & Marketing

Reports To: Senior Communications Coordinator

I. Summary of the Position

The Student Marketing Assistant – Videographer/Photographer, under the supervision of the Senior Communications Coordinator, helps to develop creative and engaging video and/or photo content to execute across all marketing platforms, primarily social media, that help strengthen brand presence and support the operations and activities of University Housing.

II. Position Duties

General:
- Collaborate with a creative team that includes student and full-time Communications & Marketing staff to strategize creative marketing solutions, create promotional and educational content and execute marketing campaigns.
- Research new avenues for promotion and storytelling, and brainstorm unique ways to create buzz about University Housing programs, services and the on-campus residential experience.
- Participate in regular all-staff marketing meetings.
- Cover University Housing events, programs and outreach initiatives for social media stories and posts via photos and video.

Specialized to Position:
- Film video and/or take engaging photos at University Housing events and programs for social media, web, digital and print marketing materials.
- Conceptualize, produce, edit and upload creative and engaging short-form videos, video advertisements, boomerangs and GIFS for social media and web.
- Apply required video closed captioning.
- Host staged photoshoots and adjust digital photos for print and digital purposes.
- Accept other duties and responsibilities as assigned by the Senior Communications Coordinator or Senior Assistant Director Communications & Marketing.

III. Knowledge, Skills, and Experience Required

- Experience in video production and editing, preferably with Adobe photo/video editing platforms (Lightroom, Photoshop, Premiere Pro, After Effects and iMovie).
Experience capturing videos and taking still photos with DSLR cameras.
Understanding of marketing and communications principles (this could be obtained through coursework or class projects).
Experience and understanding of social media platforms, including Facebook, Twitter, Instagram, YouTube and Snapchat.

IV. Training/Learning Goals
- Strategic Planning: Learn how to apply video and photo to a larger, multi-channel marketing campaign.
- Content Creation: Conceptualize and craft timely and relevant digital content.
- Research and Analysis: Analyze marketing metrics to determine potential future opportunities for strategy and content development.
- Teamwork and Collaboration: Work in a highly collaborative environment where communication and collaboration are a must.

V. Organizational Relationship
- The Student Marketing Assistant – Videographer/Photographer is supervised by the Senior Communications Coordinator and works closely with the other Communications & Marketing staff.

VI. Physical Requirements
- Most work will be accomplished in a typical office setting but will include frequent visits to various University Housing and campus locations.
- Nights and weekends may be required.

VII. Working Environment
- The Student Marketing Assistant – Videographer/Photographer works closely with the Senior Communications Coordinator and other Communications & Marketing staff to ensure project workflow, meet deadlines and produce quality work.
- Must have scheduling flexibility to be available for University Housing events and programs that can occur either during typical work hours of 8 a.m. - 5 p.m., and evening and weekend hours.
- Day-to-day work requires the ability to organize and coordinate multiple projects, while working individually and with a team.