

Video Producer

Job Title: Video Producer

Department: Marketing

Reports To: Marketing Director

Classification: Non-exempt staff

Hours: Part-time, variable hours; approximately 10-20 hours per week

Benefits: This position is not eligible for benefits

Approved by: S. Karlson / R. Johnson **Prepared Date:** 2019

Job Summary: The Video Producer is a compelling and visual storyteller who can facilitate and perform multiple roles in the production process. Reporting to the Marketing Director, the position is responsible for planning and creating content that promotes the mission and values of Wheaton Academy. This person should be comfortable with the entire production process including strategy, ideation, shooting, editing, prioritization of projects, organization and management of files, content delivery, output, and analytics for social media.

The Video Producer has knowledge of various types of video including advertisements and commercials, marketing, social media, event capture, and documentary style. This person will be a part of a larger marketing team and will be required to translate concepts into compelling and evocative storytelling. The role requires technical knowledge of cinematography, lighting, and sound. This individual should also stay up to date with the latest trends and technology in the world of video, graphics and visual effects.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

1. Work in collaboration with other Wheaton Academy staff to produce high quality videos, from the initial creative meeting through the post production process, including writing, researching, shooting, directing, editing, graphic animation, and encoding, using professional video cameras, computer software, and linear and nonlinear video editing systems.
2. Write persuasive and influential scripts for videos to maximize the impact on the intended audience, ensuring that information and language effectively communicates Wheaton Academy's mission.
3. Research all information for use in video production, ensuring that information is accurate and relevant for the video's intended audience.
4. Work with a technical and non-technical staff to organize production times within the bounds of an educational environment.
5. Gather and prepare B-roll footage on a weekly basis to stay up-to-date and relevant.
6. Remain current on the developments and applications of video technology.
7. Make recommendations to department for software and equipment purchases.

Key Skills and Preferred Requirements

1. Demonstrated storytelling abilities; understanding the effectiveness and appropriateness of story assets (text, images, audio, and video) and how to combine them.
2. Ability to storyboard and plan.
3. Understanding of story fundamentals and how to communicate to various audience types.
4. Demonstrated ability to use professional video cameras, dSLR and mirrorless equipment, Adobe Premiere, After Effects, Final Cut Pro, Photoshop, Illustrator.
5. Working knowledge of lighting and audio techniques.
6. Provide troubleshooting and maintenance of equipment.
7. Create and manage video library and assets.
8. Meet deadlines and manage priorities.
9. VR/360 is a plus.
10. Ability to operate a drone and/or drone permit.

11. Evaluate video analytics from social media and digital media sources.
12. Understand and follow copyright regulations and standards.

Qualifications

The Video Producer must be a spiritually sensitive individual who understands the mission of Wheaton Academy and is committed to help see it become a reality in the lives of our students by manifesting, by precept and example, the highest Christian virtue and personal decorum, serving as a Christian role model (I Timothy 4:12) both in and out of school (Luke 6:40), and as an example to parents and fellow employees in judgment, dignity, respect, and Christian living. He or she has a growing and vibrant relationship with Jesus Christ, demonstrates biblical maturity, and maintains active participation in a protestant evangelical church.

The ideal candidate will have a Bachelor's degree or equivalent (five years) work experience in video production.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.