

# Video Coordinator

## Job Description

The Social Marketing Team, a program area of Student and Community Involvement is looking for part-time videographer. We are looking for a flexible, creative undergraduate student videographer who has completed MCOM 487 or equivalent course. The applicant will have an eye for design along with the ability to plan, gather, video and produce movies. Ability to work under tight deadlines with a team is a must. Applicant must be proficient in Adobe Premiere and AfterEffects. Additional skills include editing in Adobe Illustrator and Photoshop.

## Job Duties

- Responds to Video requests in BobcatConnect
- Meets with clients or Social Marketing Team advisor to determine scope of project
- Plan and present storyboards, determine message video should portray
- Develop a timeline for completion, meets deadlines
- Schedule video shoots and work with photographers to gather still imagery
- Communicate with clients and team members to seek input and feedback, stay on task
- Select colors, text style and layout
- Develop scripts or work with writer to develop scripts
- Gather/capture legal video, photos, graphics and audio for production
- Download and archive raw footage
- Produce creative videos that represent Frostburg State in a positive light in a timely manner
- Present video to Social Marketing Team Advisor and clients for review
- Incorporate changes recommended by clients into final video
- Archive RAW footage and final project/upload/share videos with Social Marketing Team and Frostburg State community
- Share video URLs to *SpotlightOnline* Coordinator for use in *SpotlightOnline* newsletter to drive readers to the Frostburg State website or other social media
- Assesses growth and engagement of newsletter and makes adjustments accordingly

## Work Schedule

The Video Coordinator will work as scheduled for office hours and events including MANDATORY attendance at bi-weekly team meetings. Work schedules will be determined at the beginning of the semester based upon classes. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017.

## Pay

**\$9.25/Hour or credit for MCOM 494**

## Work Environment

The Video Coordinator will work in the Social Marketing Team Office in Lane University Center 233 on one of four Mac computers utilizing the following software: Adobe Premiere, AfterEffects, Photoshop, Illustrator, Microsoft Office Suite, and BobcatConnect. The attire is business casual which includes a Social Marketing Team polo.

## Education

Applicants for this position are expected to have completed MCOM 487 or equivalent course. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017. Exceptions may be made with demonstration of skill.

## Learning Outcomes

- The Video Coordinator will be able to work in a team environment to develop scripts and storyboards.
- The Video Coordinator will be able to effectively communicate and work with clients as well as the Social Marketing Team and plan work accordingly.
- The Video Coordinator will be capture, gather, create legal video, graphics and audio to create videos that tell Frostburg State University's story.
- The Video Coordinator will be creative in design and content creation.
- The Video Coordinator will be able to market to the Frostburg State campus community.
- The Video Coordinator will be able to assess and report video performance online.