



**TEXAS WOMAN'S**  
UNIVERSITY™

**DATE ISSUED:** 03/19  
**FLSA:** Exempt  
**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Visual Media Specialist

### **JOB SUMMARY**

This position is responsible for creating a wide range of high-quality visual content for the university's website, social media, magazine, print projects, new media and other channels. Other responsibilities include but not limited to: shoot, edit videos, and create motion graphics, animation and other special effects, portrait, landscape/architectural, lifestyle, news, conceptual, studio, and special event photography and more in collaboration with the Staff Photographer and under the direction of the Director of Marketing and Creative Services. Work is performed under supervision of the Staff Photographer and performance is based upon completion of assignments and results obtained. Performance evaluation is conducted through the performance evaluation system and in accordance with University policies and procedures.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Staff Photographer

*Supervises:* May supervise Student Assistants

### **ESSENTIAL DUTIES** - *May include, but not limited to the following:*

- Shoots, edits videos, and creates motion graphics, animation and other special effects and more in collaboration with the Staff Photographer and under the Director of Marketing and Creative Services.
- Follows creative direction and translates information provided within creative briefs into compelling authentic videography and photography on behalf of the university.
- Executes a wide variety of photographic approaches including but not limited to: portrait, landscape/architectural, lifestyle, news, conceptual, studio, and special event photography.
- Understands and implements audio mixing, music mixing and sound effects.
- Provides color correction for all video content.
- Executes compression and encoding of video content for online use, Research stock footage and stock photo elements, as needed.

- Supports the Staff Photographer via conceptualizing, storyboarding, shooting and editing videos, as needed.
- Helps with the maintenance of a consistent digital asset management system, timely upload edited photos tagged for easy retrieval and the creation of shareable collections.
- Effectively post produced photography and videography, interacts with contracted photographers and videographers, and student interns-as needed in order to maintain a uniform look-and-feel of all TWU visual elements.

### **ADDITIONAL DUTIES**

- Trains and mentors student employees and interns and assures the quality of their work.
- Collaborates with MarCom colleagues and university partners including participating in creative concept development and brainstorming for university-wide visual content.
- Helps assure the integrity and maintenance of university photography, videography, and related equipment.
- Keeps abreasts of new developments and technology in the multimedia field.
- Performs other duties as requested.

### **EDUCATION**

Bachelor's degree required in a field related to photography, videography, multimedia or marketing. Preferred Remote Pilot Certificate – Small UAS Rule (Part 107).

### **EXPERIENCE**

Two years of related experience. Demonstrated record of producing agency-quality, published visual content via an online portfolio. Advanced experience using the Adobe Creative Suite products with emphasis on Adobe After Effects, Premiere, Lightroom, and Photoshop. Preference will be given to candidates with demonstrated cross-platform multimedia experience in both photography and videography. Experience with Nikon camera equipment is a plus.

### **REQUIREMENT**

Regular and reliable attendance at the university during regular scheduled days and work hours is an essential function of this position.

### **KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

- Substantial experience managing multiple projects with tight deadlines.
- Ability to troubleshoot, solve problems, and improve procedures with limited supervision.
- Highly-organized with a strong record of working independently, meeting deadlines and attention to detail.

- Strong interpersonal skills and a record of collaboration and teamwork.
- Must be comfortable working and communicating in an academic environment with students, faculty, staff, alumni, donors, and administration.
- Ability to effectively mentor student workers and assure high quality work.
- Ability to use a personal computer and other office equipment, including university related software and email.

***PHYSICAL DEMANDS***

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel. This is a physically demanding position. Able to lift 40lbs, stand for long periods of time. Required to work evening and weekend assignments, as needed.

***WORK ENVIRONMENT***

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work may be performed indoors and outdoors.

***SAFETY***

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

***Employee Signature:*** \_\_\_\_\_

***Date:*** \_\_\_\_\_

***Employee Printed Name:*** \_\_\_\_\_

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***Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***