



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 09/15
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Staff Photographer

JOB SUMMARY

This position is responsible for shooting and editing digital photography to produce a wide variety of creative, high-quality images of TWU activities including research projects, special events, sports or news on campus, and creating conceptual images to illustrate complex ideas for Marketing & Communication for use on the website. Work is performed under supervision of the Director of Marketing & Advertising Traffic Manager, 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: Director of Marketing

Supervises: May supervise Student Assistants

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

- Produces photos of high quality for university website, public relations initiatives, special events and news stories, studio portraits with backdrops, ads, collateral materials.
- Edits photos as needed for website, social media channels (including Instagram), news events/releases, publications, and other Marketing and Communication projects.
- Sets up and operates cameras, lighting units, microphones, and other equipment and communication projects.
- Liaises with university videographer for high-impact visuals for all university communications.
- Maintains photography archives and retrieves photos upon request; ensures best practices for photo releases and archiving of such.
- Assists with web design and content issues, as appropriate.
- Contributes to the team management of all relevant problems, issues and opportunities.
- Works on location or in studio setting.

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- Must have outstanding interpersonal skills, working well with all university clients, outside donors/friends, etc.
- Must be able to meet tight deadlines and quick turnarounds.

ADDITIONAL DUTIES

- Maintains photo equipment and facilities necessary for photography.
- Requires some after-hours and weekend work, and travel to Dallas and Houston Campuses.
- Implements and continues to develop university brand or identify guidelines through photographic images.
- Keeps current and maintains working knowledge of current software packages such as Photoshop, Premiere and other photo-or video related software.
- Trains student workers on photo operations and work flow.
- Performs other duties as requested.

EDUCATION

Bachelor's degree required in Photography or related field.

EXPERIENCE

Seven years of related experience working with portfolio demonstrating work proficiency.

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:

- Knowledge of DSL cameras.
- Knowledge of operating and placing strobe lighting.
- Ability to work with team.
- Ability to write photo captions.
- Artistic composition skills.
- Knowledge of Adobe Photoshop.
- Knowledge of Adobe Premiere.
- Demonstrated ability in website design, development, and management.
- Demonstrated ability in web writing and editing skills.
- Ability to work independently and as part of a team.

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- Ability to work with a large number of university faculty, staff, students, and administration.
- Project management skills.
- Strong interpersonal, written and oral communication skills.
- Ability to use a personal computer and other office equipment, including university related software and email.

Additional skills could include:

- Working knowledge of multiple web design technologies, platforms, and browsers.
- Working knowledge of web technologies such as CSS, HTML, and responsive design.
- Working knowledge of social media applications and publishing.
- Working knowledge of industry standard web design software.
- Working knowledge of various operating systems and devices.
- Familiarity with database-driven website construction and development tools.

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.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

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.

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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: _____

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.