

WARTBURG COLLEGE POSITION DESCRIPTION

Title of Position: Digital Media Producer

May 1, 2016

Full-time 12-month position, includes excellent benefits. Responsible to the interim senior director of marketing and communication and assists with management of Reel Orange Productions, a student video production bureau.

Wartburg College seeks a self-directed storyteller with a talent and skill for digital media production. The Digital Media Producer is charged with managing the direction and creation of innovative digital media to help tell the Wartburg story through the use of video, the web and social media. The Digital Media Producer will work closely with key stakeholders to conceptualize, produce, shoot, edit, publish and promote high-quality video consistent with the Wartburg College brand and institutional goals, and collectively representative of all facets of the College.

Principal Duties and Responsibilities:

- 1) Manage, prioritize, and produce professional-quality digital media including, but not limited to, video, web pages and others, consistent with College branding and strategic plan objectives for public consumption on wartburg.edu and social media channels (40%)
- 2) Manage budget and mentor student videographers and editors (20%)
- 3) Share in management of and produce content for official social media channels of the college (20%)
- 4) Collaborate with the visual media manager (photographer) on event and studio shoots (15%)
- 5) Assist with management of video storage archives (5%)
- 6) Other duties as assigned

Requirements:

Associate's degree in communications, electronic media, or related field. Two years of experience in video production, which may include internship and/or student employment. Proficient in Adobe Production Suite (Premier, Photoshop, AfterEffects, etc.). Strong creative, communication, and problem-solving skills. Desire to work in a collaborative environment.

Preferred:

Bachelor's degree in communications or related field. Familiarity with higher education environment, familiarity with YouTube video management, Facebook, Instagram, Twitter and other social media and online platforms. Experience with web publishing software.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

WARTBURG COLLEGE is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from members of underrepresented ethnic and minority groups.