



JOB TITLE: Director of Video Production
DEPARTMENT: Marketing
SUPERVISOR: Director of Marketing & Communications
FLSA STATUS: Exempt

MAJOR PURPOSE:

Lead production teams in developing, producing and releasing advertisements, promotional videos, short films, and event segments. The Director is responsible for translating strategic and creative direction into cohesive, marketable, entertaining, informative, and mission-driven video production that elevates the university's brand.

Responsible for making creative decisions, generating a wide range of storytelling ideas, guiding the video production team to enhance, refine, and translating those ideas into finished projects on a timely basis and within defined budgets.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Lead the strategy, operational management, and creative execution of video production
- Translate requirements, ideas, etc., into meaningful stories
- Own the look and feel of all marketing video content
- Develop brand consistent sub-identities for key divisions.
- Drive interaction, engagement and growth in social video channels
- Nurture relationships with industry professionals and build collaborative relationships
- Lead the brainstorming and execution of scripts, treatments and storyboards
- Be the go-to source for film office relationships
- Build relationships with vendors and talent to meet varying quality and scale requirements
- Liaise with crew about technical requirements (e.g. lighting and camera movements, sound recording requirements, set dressing, vision effects, graphics, and transitions)
- Develop a culture of filmmaking at Jessup in conjunction with our academic partners
- Guide the production team, ensuring all members are in sync with the program's requirements
- Develop color theory, corrections and grading that compliment story and theme.
- Lead the development of media storage and shooting standards with a mastery of video bit rates and pixel grid science.
- Ensure the final project is faithful to the original concept
- Produce and deliver multiple projects simultaneously while maintaining buy-in from key stakeholders.
- Work evenings and weekends on occasion as needed
- Other duties as assigned

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:

- Bachelor's Degree or equivalent creative certificates required
- Master's degree preferred

REQUIRED KNOWLEDGE/EXPERIENCE:

- A minimum of 5 years of proven video or film directing experience and/or equivalent combination of education and experience (must include experience in a video production environment)
- Demonstrable portfolio of feature film, documentary, short film and video work.
- Demonstrated skill with video editing software platforms, specifically proficiency with Adobe Creative Suite and Final Cut Pro X
- In-depth understanding of the production process, gear, licensing and permitting
- Extensive knowledge with camera operation, sound systems, special effects, and music editing
- Ability to operate and carry camera equipment (up to 25 lbs)
- Understanding of YouTube channel management

SKILLS/ABILITIES:

- Ability to lead and motivate
- Ability to work independently and with a team
- Ability to manage numerous projects simultaneously and meet deadlines
- Excellent organizational and planning skills
- Ability to both receive and cast creative vision
- Must possess excellent time management skills and budget awareness
- Strong Problem solving and conflict resolution skills
- Demonstrates strong visual storytelling skills
- Strong interpersonal and team skills to interface with a broad range of clients, staff, and external vendors
- Organizational and planning skills
- Acute attention to detail
- Ability to give and receive constructive critiques

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith.

Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:

The employee is regularly on the set of filming locations and working with film equipment. They must be physically agile enough to move equipment and avoid the hazards associated with working on sets, such as tripping over wires and being hit with moving equipment. The employee is sometimes in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle equipment cases, gear carts, camera equipment, grip gear, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will often lift and/or move up to 65 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

Employee Signature

Date