



## Job/Position Description

### Marketing and Communications Assistant, Video

#### APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, and your salary requirements. Please email your application materials to [hr@kwu.edu](mailto:hr@kwu.edu).

In your cover letter please pay special attention to matching your actual qualifications to the required qualifications listed in this Job Description. Make sure you reference the position title on the subject line of your email. No phone calls please.

The timeline for filling this job is:

- Applications will be taken until job is filled.
- Interviews will begin when qualified applicants are identified, and continue until the job is filled.
- Position begins on or around August 6, 2021.
- The position may be either a 10 or 12-month position, dependent upon the candidate. A final decision will be made prior to hiring.

We will not check personal references or present and past employers without first notifying you of our intent to do so. KWU is an Equal Opportunity Employer.

#### ADMINISTRATIVE INFORMATION

**POSITION TITLE:** Marketing and Communications Assistant, Video

**POSITION'S MAJOR OFFICE:** Marketing and Communications (MARCOM)

**MAJOR OFFICE RESPONSIBILITIES:** Marketing and Communications is responsible for the promotion, both internally and externally, of the KWU community. The office uses numerous printed pieces, including Contact magazine and its supplement (both semiannual), a growing social media presence and strong state-wide promotional ties to enhance the image of KWU in the region.

**POSITION'S DIRECT SUPERVISOR:** Brad Salois, Director of Marketing and Communications

**DATE POSITION LAST REVIEWED OR ANALYZED:** June 2021, Revised by Brad Salois, Director of Marketing and Communications and Ken Oliver, Vice President of Advancement, Admissions and Marketing

**POSITION'S EMPLOYMENT STATUS:** Part-Time, Staff, Non-Exempt, At-will

**POSITION'S SALARY OR SALARY RANGE AND BENEFITS:** Salary dependent on experience and qualifications. Part-time employment is not eligible for benefits.

#### POSITION INFORMATION

**POSITION'S SUMMARY:** The position is responsible for shooting and editing video features, commercials and other content on a regular basis throughout the year. The qualified candidate will also serve as a secondary photographer.

**POSITION WORKS WITH:** A staff of five (two full-time) in the MARCOM office, including the Director, and various other individuals throughout campus, depending on assignment.

**POSITION'S STAFF AUTHORITY:** None

**POSITION'S BUDGET AUTHORITY:** None

**POSITION'S PHYSICAL WORKING CONDITIONS:** Position may be required to work outdoors during both hot and cold weather, depending on the event schedule.

**POSITION'S EQUIPMENT:** Various cameras (primarily Canon products) and secondary equipment, MAC desktops.

**POSITION'S WORK SCHEDULE:** Flexible part-time schedule. Some nights and weekends will be required and the position may be asked to work up to 40 hours per week on rare occasions.

**POSITION'S TRAVEL REQUIREMENTS:** None

## POSITION DUTIES AND PERFORMANCE STANDARDS

### **POSITION'S ESSENTIAL DUTIES:**

- Video shooting (40%)
  - i. Serves as MARCOM Videographer to include camera operator and video editor
  - ii. Work with MARCOM staff and campus partners to determine all aspects of shots
  - iii. Provide practical and creative input to video and scene planning
  - iv. Select, assemble, and position equipment (cameras, stands, software, etc.)
  - v. Prepare cameras and test angles or camera movements
  - vi. Shoot scenes according to requirements
  - vii. Capture quality footage from a fixed or moving position
- Video editing (40%)
  - i. Responsible for all video produced by MARCOM for the benefit of the university.
  - ii. Bring sight and sound together in order to tell a cohesive story
  - iii. Manipulate and edit film pieces in a way that is invisible to the audience
  - iv. Participate in planning sessions to understand needs and specifications for various projects. Serve as a key piece of developing strategy involving video and video-related elements, to fall under the full communications plan for the university.
  - v. Develop and review previously developed shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity
  - vi. Manipulate and edit film pieces in a way that is invisible to the audience
  - vii. Input music, dialogues, graphics, and effects
  - viii. Ensure that edited video is properly formatted for release to multiple media platforms as needed, including social media.
  - ix. Serve in part as video's director, sound person, and editor in charge of the images the public sees on television, on DVDs and on movie screens

### **POSITION'S OTHER DUTIES:**

- Photography and graphic design (15%)
  - Serve as a secondary campus photographer, capturing images for viewbooks, yearbooks and social media as needed.
  - Assist with basic graphic design elements as needed
- Other duties as assigned (5%)

**POSITION'S PERFORMANCE MEASURES AND STANDARDS:** Videography is an important part of the KWU promotional plan, and thus, this position will be judged on these measures:

- Producing quality, well-designed and laid out work on a regular basis.
- Working with the Director to schedule shoots as needed.
- Other measures for success may be defined by the position's supervisor.

## POSITION QUALIFICATIONS

### **EDUCATION:**

- MINIMUM REQUIRED:
- PREFERRED: None

### **CERTIFICATIONS/LICENSES:**

- MINIMUM REQUIRED: None.

### **WORK EXPERIENCE:**

- **MINIMUM REQUIRED:** Documented experience, whether professionally or as a student, with both videography and photography. Portfolio submission required.
- **PREFERRED:** 6-12 months of professional experience.

### **KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES – KSAA’S:**

- **MINIMUM REQUIRED**
  - Documented experience with video editing software and processes. Preference will be given to candidates with knowledge of Adobe products.
  - Experience shooting photos for various events and photo types (i.e. candid, head shot, etc.)
  - Philosophical alignment with the mission and vision of Kansas Wesleyan University.
  - Demonstrable priority setting and organizational skills.
  - Ability to work well in a team setting.
  - Ability to handle scheduling and video setup both independently and within a team setting.
- **PREFERRED**
  - Experience with MAC desktops and related hardware.
  - Basic graphic design knowledge and experience.
  - Professional-level knowledge of video’s role in social media.
  - Experience shooting in an academic environment.

### **NOTICE OF SPECIAL POSITION OR EMPLOYMENT REQUIREMENTS**

1. THIS JOB/POSITION DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS POSITON. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are to be considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassmt situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassmt situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status. In order to fulfill its mission as a Christian institution, preference in hiring shall be given to persons who can affirm the Institution’s mission.
5. All “offers of employment” are subject to a criminal background check prior to employment.