

VISUAL MEDIA DESIGNER I

UNIVERSITY RELATIONS

Description: Works with the communications, marketing and social media team to create dynamic and engaging multimedia content for use in broadcast, digital and social media. This position will produce rich media content to support strategic initiatives in the areas of marketing, communications, admissions and enrollment services, academics, student affairs, advancement and others, as needed. Working with the Assistant Vice President of University Relations and clients, the Visual Media Designer will be responsible for all aspects of video production, including but not limited to: concept development and story identification; pre-production research; location and talent coordination; scripting and storyboarding; transport, setup and operation of audio, visual and lighting equipment; set dressing and staging; interviewing and recording; striking and set dismantling; post-production editing and polishing; and distribution of finished content.

Minimum Requirements: Bachelor's degree with 3-5 years of related experience. Candidate should have a strong communication and/or marketing background and an understanding of how multimedia content integrates with and supports other communications channels (social media, web, special events, etc.). Experience with Final Cut Pro and/or Adobe Premiere is required. Must have strong communication and customer service skills, and be proficient with social media. Must demonstrate strong ethics. A valid driver's license and safe driving history are required.

Knowledge, Skills and Abilities: Experience with a variety of different cameras including dSLR, GoPro and professional HD cameras. Superior communication, organizational and interpersonal skills, and the ability to work independently with limited supervision. Time-management skills, and the ability to meet challenging deadlines with multiple projects. Comfortable collaborating with campus clients for all stages of production, from idea development, scripting and storyboarding, to filming, editing and completion of final product. Ability to confidently direct clients in interview and B-roll situations. Proficiency with effective lighting and microphone usage, in studio and on location, to ensure image and sound quality. Must have proficiency and experience with social media applications.

Hire Range: \$35,000- \$40,000 annually

University Hours: 8:00am – 5:00pm, Monday – Friday

Position Work Hours: 37.5

To include some nights and weekends

Class Code: BC22 – **State Title:** Visual Media Designer I

Position #: – **Band:** 04

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Applications must be submitted online at www.careers.sc.gov. Receipt of individual applications not acknowledged. See position status at www.lander.edu/hr. Lander University is a tobacco-free campus. All final candidates are subject to successfully completing background requirements.



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