

UNIVERSITY OF DALLAS

Job Number: 12256UD

Specialist, Digital Media/Video Producer

Date Posted: May 6, 2022

WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking a Digital Media/Video Producer Specialist. This 'digital storyteller' will conceive, plan, edit, produce and monitor the effectiveness of high-quality digital multimedia content, including audio, photo, video, and motion graphics, to support the University's academic, development, marketing, and communications objectives.

PRIMARY RESPONSIBILITIES

- Collaborate with and respond to stakeholders across departments to identify, evaluate, and prioritize content.
- Translate broad concepts such as academic research, lectures and presentations, and philanthropic giving appeals into accessible, visually appealing, informational, or promotionally effective stories.
- Manage production of a wide variety of digital content from concept through completion using industry-standard tools and software.
- Produce content for multiple platforms and uses, such as presentations, videos, podcasts, social media posts, and motion infographics.
- Contribute to developing and adhering to digital content brand standards that enhance and protect the university brand identity.
- Remain current on advances in production and distribution technology, methods, and formats.
- Recommend new equipment and process enhancements based on university needs.
- Develop and maintain an inventory of equipment and supplies.
- Other duties as assigned to ensure the efficient and effective operation of the Office of Marketing & Communications.

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MINIMUM REQUIREMENTS

- Two to three years of professional experience in filming and editing video for electronic media production required.
- Experience collaborating with multiple stakeholders and developing projects with a marketing, advertising, or communications team.
- Demonstrated skill in using all tools required for digital content production: computers, other peripheral devices, DSLR, digital video cameras, microphones, video editing hardware, and software.
- Knowledge of Avid, Final Cut Pro, Photoshop, Premier, After Effects, and other necessary tools. Scriptwriting for audio/video.
- Ability to adapt to changing requirements or priorities.
- Ability to provide oral and/or written recommendations and/or instruction related to Audio-Visual equipment in a clear and constructive way.
- Ability to work independently with little or no supervision.
- Strong interpersonal skills and ability to work effectively with faculty, staff, students, and the public.

PREFERRED QUALIFICATIONS:

- Both DSLR and HD video camera experience ideal.
- Adobe After Effects or Motion Design experience preferred.
- Ceros or HubSpot experience is a plus.
- Certified FAA Drone Pilot is a plus.

ADDITIONAL INFORMATION

- May supervise student workers.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.