

Videographer
Virginia Military Institute

Direct Link: <https://www.AcademicKeys.com/r?job=250226>

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Posted Dec. 10, 2024, set to expire Apr. 13, 2025

Job Title Videographer
Department Communications and Marketing
Institution Virginia Military Institute
Lexington, Virginia

Date Posted Dec. 10, 2024

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Marketing
Business Communications

Job Website <https://www.vmi.edu/about/offices-a-z/human-resources/jobs/all/job-openings/name-47640-en.p>

Apply Online Here <https://secure.dc4.pageuppeople.com/apply/1125/gateway/Default.aspx?c=apply&sJobIDs=503us>

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Job Description

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Virginia Military Institute is seeking a highly creative and motivated videographer to capture and produce engaging video content that supports new cadet recruitment and promotion of the VMI brand. This position resides in the Office of Communications and Marketing (C&M) is responsible for showcasing the intricacies of cadet life, academics, events, etc. in support of the Institute's mission and strategic enrollment and plan goals. Video content produced by the videographer should support the Institute's communications and marketing initiatives across all digital media platforms, including social media, for various audiences, and convey the value of a VMI education.

This is a great opportunity to work for one of the nation's highly ranked institutions of higher education. VMI has a 185-year legacy of developing and producing graduates of high character, honor, discipline, and integrity. Use your talents to tell the story, which includes rigorous academics, small classroom settings, military training, ROTC activities, rich traditions and events, and a highly engaged alumni network. You will be a part of a creative team within the VMI C&M team that strives to tell the VMI story in the most authentic way possible, so to reach individuals looking for a unique undergraduate experience.

The ideal candidate will:

- Develop a creative approach and style of storytelling through video, audio, and motion graphics that elevate the VMI brand.
- Work alongside internal and external stakeholders – including C&M team members - to assess and creatively bring to life marketing strategies and video requests.
- Organize, plan, and coordinate video productions with supervisor and other members of the C&M team to meet brand and marketing initiatives.
- Identify compelling stories within cadet life, academics, and the VMI community.
- Prepare and write outlines, scripts, and storyboards for video projects.
- Take on any role necessary – director, camera operator, and other equipment operator, as needed.
- Conceptualize original ideas for videos used in marketing and advertising.
- Utilize audio and video software for titling, audio mixing, editing, and media export. Store all assets appropriately for future collaborative use and reference.
- Develop and promote best practices for video production across post - specifically for public audiences.
- Maintain a library of current b-roll of cadet life, academic activities, ROTC experiences, and events, as well as support coverage of key Institute events.

The ideal candidate should be flexible, positive, quick-thinking, energetic, efficient, and able to work

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independently under pressure while maintaining attention to detail. Excellent interpersonal skills are a must, as this position requires interacting with other staff and faculty throughout the Institute, as well as cadets, alumni and others. Some evening and weekend work is expected for event coverage.

Requirements:

- Bachelor's degree in a related field or equivalent industry experience shooting, editing, or producing video.
- Advanced knowledge of Adobe Creative Cloud programs or similar audio and video editing software.
- Demonstrated experience leading video projects while collaborating with others in a creative environment.
- Demonstrated experience with video equipment, studio and location lighting, audio recording, and editing video projects.
- Experience multitasking and managing multiple projects simultaneously.
- Lifting of up to 50 lbs.

Desired Skills:

- Familiarity and understanding of intellectual property rights and permissions related to licensed music and video usage.
- Experience with live-streaming events a plus.
- Experience in higher education.
- FAA drone certification a plus.

For the online application system – Supplemental Questions:

- Please provide video samples or portfolio showing your work.

EEO/AA Policy

VMI is an Equal Opportunity Employer. In a continuing effort to enrich its academic environment and provide equal education and employment opportunities, VMI encourages women, minorities, disabled individuals, and veterans to apply. AmeriCorps, Peace Corps, and other national service alumni are



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also encouraged to apply.

VMI will provide reasonable accommodation to qualified individuals with documented disabilities to ensure equal access and equal opportunities with regard to employment, educational opportunities, programs and services.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Human Resources
Virginia Military Institute
Lexington, KY 24450

Phone Number 540-464-7236
Contact E-mail hroffice@vmi.edu