



Instructions

Requestors should complete Sections I & III and submit this form with the “Request to Fill Vacancy” form.

Section I. – Job Details

Job Title:	<i>Special Projects Videographer</i>	Hourly/Salary:	<i>Hourly</i>
Department Area:	<i>Broadcast Services</i>	Classification:	<i>Non-Exempt</i>
Location:	<i>Main Campus</i>	Travel Required:	<i>Yes</i>
Reports to:	<i>General Manager, Broadcast Services</i>	Position Type:	<i>Full-Time</i>
Position Fill Date:			

External Posting URL – www.campbellsville.edu

Internal Posting – Human Resources Job Board

Section II. – Application Submission Information

FAX	EMAIL
(270) 789-5180	jobs@campbellsville.edu
Subject Line: <i>Special Projects Videographer</i>	Subject Line: <i>Special Projects Videographer</i>
Attention: <i>Jason Lawson</i>	
ONLINE	MAIL
Click Link Below	<i>Director of Human Resources</i>
APPLY HERE!	<i>Campbellsville University</i>
Scan QR Code	<i>1 University Drive, UPO 944</i>
	<i>Campbellsville, KY 42718</i>

Section III. – Job Description

Job Summary:

Accountable for all creating content for digital marketing initiatives to drive traffic, engagement, and leads that deliver prospective student applications. Productions will include completing multiple finished video projects per month for use online through CU’s digital marketing partner(s) in support of current priorities. This role requires a marketing/admissions mindset: to create the content our audience is looking for and then to optimize the path to conversation. Knowledge of video, audio, photo, and drone equipment, including proficiencies in a variety of video/stills post tools is required. This individual is responsible for the unit’s adherence to all university policies and procedures.

Job Responsibilities:

- Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style, and tone.
- Production calendar and organization workflows must be developed and managed.
- Channel management of digital content hubs and all supporting social channels.
- Management of all video resources including third party videographers and audio engineers.
- Develop storyboards for student/faculty/athletic videos in conjunction with events and significant achievements.
- Obtain FAA Drone License if it is determined that Drone Pilot will be part of the position.
- Every CU drone pilot must have a license on file to operate drones on behalf of the University.
- Transports, sets up, and operates various production equipment including cameras, audio and video recorders, lighting equipment, props, and microphones for location and studio production.
- Operates and maintains proper levels and calibration of cameras, audio and video recorders, and other production equipment.
- Conducts b-roll footage of campus as well as interviews.
- Strong story and presentation skills.

Skills/Qualifications:

- Bachelor's degree, Master's degree preferred.
- Job related experience with self-started video/photo projects as well as marketing/admissions is preferred.

Essential Duties:

- Working hours necessary to perform job requirements satisfactorily on a regular basis.
- Managing absences from work in a responsible manner to ensure service to university faculty, staff and students.
- Complying with Campbellsville University policies and practices and seeking clarification of them when necessary.
- Honor the mission of Campbellsville University and abide by rules and regulations and Standards of Conduct outlined in the Administrative Policies and Procedures Manual.

Campbellsville University is a comprehensive, Christian institution that offers pre-professional, undergraduate and graduate programs. The university is dedicated to academic excellence solidly grounded in the liberal arts that fosters personal growth, integrity and professional preparation within a caring environment. The university prepares students as Christian servant leaders for life-long learning, continued scholarship, and active participation in a diverse, global society.

The individual employee is expected to conduct him, or herself, both on campus and off, in a manner becoming an employee of a Christian institution, and the employee should uphold the highest standards of conduct in terms of honesty, truthfulness, respectful attitude, and conduct toward others. Each individual associated with Campbellsville University is to perform his or her daily responsibilities mindful of the intent of the institutional mission statement and core values.

Employees must be able to perform the essential functions of the position with or without reasonable accommodations.

Section IV. – For HR Use Only

Approved by:	Jason Lawson	Date:	
Last Updated by:	E.J. Pavy	Date:	
Internal Post Date:		External Post Date:	