

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Videographer

**Department:** Marketing and Communications

**Supervision Received:** Director of Media Production and Social Media

**Supervision Given:** Student Workers, as assigned

### **OBU Mission Statement**

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

### **Expectations for all Employees**

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees are expected to embrace these expectations and to model them in their behavior.

- *Commitment to the essentials of the Christian faith.*
- *People are treated with dignity and respect.*
- *Relationships are built on honesty, integrity, and trust.*
- *Excellence is achieved through teamwork, leadership, and a strong work ethic.*
- *Efficiency is achieved through wise management of human and financial resources.*

### **Purpose**

The Videographer will play a vital role within Oklahoma Baptist University's Marketing and Communications team to capture, edit and produce videographic images that display the diverse range of activities associated with the university. The successful candidate will demonstrate exceptional creativity and artistic ability to effectively communicate and elevate the OBU brand. The ideal candidate will possess an eye for visual storytelling, effectively connecting and communicating through their work. This position offers an exciting opportunity to contribute to the university's visual presence and enhance its marketing efforts through compelling visual storytelling and engaging video content. Flexibility is crucial as the position requires working varied hours to accommodate the university calendar and events.

### **Essential Functions**

- Collaborate with the Social Media and Digital Content Director to effectively coordinate requested video production projects.
- Conceptualize, create, and produce engaging video content for distribution across online platforms and television.
- Execute various video production assignments using digital cinema cameras and ensuring proper digital archiving practices to deliver high-quality and impactful content and imagery.
- Manage the transportation, setup, and operation of diverse production equipment, including cameras, audio and video recorders, lighting equipment, props, and microphones, for both on-location and studio productions.
- Develop strategic video communication solutions that align with OBU's mission and support marketing and communications initiatives.
- Plan, create, shoot, direct, and edit video content tailored for specific purposes to support initiatives.
- Collaborate with other members of the marketing and communications team to seamlessly integrate video content across various communication channels.

### **Other Duties**

- Maintain the confidentiality of all department and University information
- Maintain files and compile reports for supervisor as requested
- Perform other duties as assigned

## **Qualifications**

### **REQUIRED Knowledge, Skills, and Abilities**

- Comprehensive knowledge of technical aspects related to video implementation.
- Proficiency in using Adobe Creative Suite software, including Photoshop, After Effects, and Premiere Pro.
- Demonstrated proficiency in current video editing software.
- Demonstrated proficiency in current audio capture techniques.
- Strong understanding and proficiency in photography and lighting techniques.
- Ability and willingness to adapt to the evolving technological landscape in relation to video production.
- Self-directed, initiative-taking, and highly organized, with excellent project management skills.
- Knowledge and understanding of marketing, communications, and public relations principles.
- Proven ability to consistently meet deadlines.
- Excellent verbal, written, and interpersonal communication skills.
- Demonstrated ability to maintain strict confidentiality of records and information.
- Effective in working independently and as part of a team, establishing and maintaining productive relationships with internal and external stakeholders. • Capability to plan, coordinate, and direct video shoots, resulting in a comprehensive digital video library that accurately reflects the University's brand identity.
- A bachelor's degree or equivalent years of education, combined with video production experience and an exceptional portfolio
- Two years' experience with an exceptional portfolio.
- Proficient with Adobe Creative Suite (Photoshop, After Effects, Premier Pro) • Proficient with setup and operation of digital cinema cameras, microphones, projectors, and other equipment crucial for effective video production and storytelling.
- Must be able to see and hear well enough to communicate with clients for appropriate management of all logistical requests relative to this position. Must have sufficient mobility and physical stamina to climb stairs, stand for extended periods of time, and lift up to 50 lbs. of equipment.
- Willingness and ability to work flexible hours as required by the position.
- Willingness and ability to undertake job-related travel, as necessary.
- Strong commitment to the vision and mission of OBU.
- Active membership in a local evangelical church is mandatory.

### **PREFERRED**

- Bachelor's degree in visual and/or digital communications, radio/television/film, corporate communication, marketing, and/or photographic arts.
- Three to five years professional videographer experience

\*Evangelical is a broad term referring to a segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.

**\*\*Please apply using the link for "Administrative Applications" on the OBU website at <https://www.okbu.edu/hr/jobs.html>.**