

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: MARKETING PHOTOGRAPHER/VIDEOGRAPHER

PAY GRADE: P-2

OVERTIME STATUS: NON-EXEMPT

MAJOR RESPONSIBILITY:

Perform photography, videography, and related marketing services for the college.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: High school diploma or equivalent required. Associate in Arts or Associate in Science in a related field preferred.
2. Years of experience in the field: One year of full-time experience in the handling and operation of photography and videography equipment required.
3. Special skills or abilities related to the position: Knowledge and proficiency in the operation of digital cameras and related equipment. Knowledge and proficiency in video and photo editing platforms such as Adobe Premiere Pro, Photoshop and Lightroom. Ability to learn new equipment/software features and use. Ability to make limited equipment repairs and adjustments. Ability to establish and maintain effective working relationships with other employees. Ability to work a flexible schedule and complete projects within tight deadlines.

ESSENTIAL JOB FUNCTIONS:

1. Photograph or record college events, working in conjunction with various departments within the college and Appleton Museum.
2. Capture format portraits and candid photos of staff, students, and community as needed for marketing, recruiting, and promotional purposes.
3. Facilitate archiving of photographs and videos.

ESSENTIAL JOB FUNCTIONS (continued):

4. Add photos and videos to the CF website, social media accounts, and advertisements.
5. Serve as backup for graphic design and marketing projects.
6. Maintain working knowledge of rules and regulations regarding college filming and photography.
7. Plan, coordinate, shoot, edit and distribute videos and photos using digital software programs.
8. Maintain photo and video equipment, uniforms, backdrops, props and other supplies as needed.
9. Ensure equipment is stored in a secure location.
10. Facilitate repair of equipment as needed.
11. Commute between all CF campuses, centers, and other off-site locations as needed to perform required services.
12. Other duties as assigned by supervisor.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without a hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting, and bending.
- Ability to distinguish colors

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment, with occasional outdoor projects in various weather conditions.
- Electrical energy and equipment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: OCALA CAMPUS

SUPERVISOR OF POSITION: DIRECTOR OF MARKETING, PUBLIC AND COMMUNITY RELATIONS