

Class No.:	
Original Date:	
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Pay Group:	24

CLASS SPECIFICATION

Visual media specialist

NATURE AND SCOPE OF WORK

This role serves as the lead creative contributor of multimedia content for Capilano University. The incumbent specializes in profiling priority University initiatives and programs and is also a primary advisor on how visual storytelling appears across all the University's channels, particularly the web. The position requires a strong background in photography with experience in video shooting, editing, and producing.

As a member of the University's marketing & digital experience (MDX) team, the visual media specialist is a strategic contributor to the realization of the University's recruitment goals, working in cooperation with the University community to interpret strategy and to develop, produce and maintain a wide range of highly engaging multimedia content over multiple platforms. The incumbent actively researches and initiates best practices to deliver the University's brand-driven content utilizing visual storytelling. This content is created for websites, mobile media devices, social media initiatives, marketing publications, advertising campaigns and special projects.

The visual media specialist reports to the Manager, creative.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Expands and enhances the University's brand identity by researching and implementing advanced techniques and best practices for visual storytelling.
- Collaborates with other specialists, writers, editors, designers, and web developers as a primary advisor on the successful utilization of visual storytelling to support strategic promotional and recruitment initiatives.

- Photographs, films, edits and publishes a high volume of photography and video content throughout the academic and calendar years.
- Responds to University requests for photography with the ability to bring creative expression to these asks while fulfilling client objectives.
- Mentors colleagues across the university with visual media support and guidance to assist them as content creators.
- Consults, researches, organizes information, and conducts interviews for the purpose of creating compelling content for a wide range of online initiatives and target audiences.
- Develops and presents concepts, proposals, and work plans; schedules and creates, tests and publishes and archives the subsequent content.
- Liaises with suppliers and vendors to: obtain quotes; facilitate production and/or installation; ensure quality control; and troubleshoot.
- Obtains and records clearance and/or final sign off from clients and/or external sources wherever applicable before posting or publishing content.
- Ensures proper waivers and release forms are obtained and securely filed for all subjects.
- May be called upon to assist and collaborate with students on department-approved projects.
- Maintains the University's digital asset management system, uploading, tagging, sharing and archiving media files.
- Tests and maintains equipment and attends to equipment malfunctions as required in MDX. Upgrades equipment and software as needed.
- Performs duties related to the qualifications and requirements of the position.
- May be required to take training and act in the capacity of a floor warden as part of the College's Emergency Preparedness Plan (Fire, W.H.M.I.S., and Earthquake).

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge and ability to produce digital photography that is authentic, engaging and on-brand.
- Ability to edit and produce descriptive videos with developing knowledge of more extensive video shooting, editing and producing.

- Ability to plan and oversee photography and video shoots with a creative team including conducting meetings, concept development, production, editing and archiving.
- Excellent communication skills with thorough knowledge of business English and experience in organizational storytelling.
- Fluent in social media management and best practices (YouTube, Instagram, Facebook, TikTok, Snapchat, LinkedIn, etc.)
- Thorough ability to accurately analyze needs of clients, determine optimum media and plan, manage, budget and work on multiple projects to consistently meet deadlines.
- Ability to up-grade training and skills as technologies and applications develop.
- Ability to communicate in a clear, concise manner in both verbal and written form, and to understand complex verbal and written information.
- Ability to establish and maintain effective working relationships within a diverse community with other employees, students, service providers and representatives, vendors and the general public by working both in a team environment, and independently, with minimal supervision.
- Skill in the operation of the department's equipment, particularly computers and cameras.
- Experience working in a higher education or institutional environment preferred.
- Positive attitude, creative mindset, and strong idea generator.
- Experience with motion graphics, animation and special effects an asset.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a four-year degree in photography, film or multimedia production, photojournalism, or a related field.
- Three to five years of work experience in photography and multimedia design, production, and maintenance.
- An extensive portfolio showcasing high-quality, engaging photography and videography work that demonstrates creative thinking and technical acumen.

REQUIRED LICENSES, CERTIFICATIONS & REGISTRATIONS

- Valid Class 5 B.C. Driver's License.