Job Title: Videographer/Photographer
Department: Marketing & Communications
Reports to: Director of Marketing & Strategic Communications
Status: Exempt, Professional Staff, Full-time, Benefited

SUMMARY
The Videographer/Photographer is responsible for generating visual-driven storytelling through videos and photos for websites, social media and other digital and print platforms accessed by internal and external audiences. This is also done in collaboration with other campus content creators to ensure a seamless presentation across those platforms.

RELATIONSHIPS
The Videographer/Photographer reports to the Director of Marketing and Strategic Communications and will work in concert with other members of the Marketing and Communications Department, as well as Admission, Advancement, Alf Museum and Summer Programs offices to communicate to students, families and alumni and market to potential student and families.

ESSENTIAL DUTIES AND RESPONSIBILITIES
Job responsibilities are assigned by the Director of Marketing and Strategic Communications, who may, in his/her sole discretion, alter, add to, or eliminate job assignments at any time, with or without prior notice. Specific responsibilities include, but are not limited to:

Visually focused marketing
- Generate short videos to create a visual narrative about Webb campus life for internal and external communications, including social media and website. Videos may require frequent updating/replacement.
- Create mid-length promotional videos for Webb in partnership with Advancement, Admission, Alf Museum, Academics and Summer Program. This includes materials to promote recruitment of both students and new faculty and staff, including an annual admitted student video.
- Take vibrant, effective photos and video of all students, key campus events and employees for use in all marketing and communications tools. This may include an end-of-year video.
- Ensure all staff members and teams have high-quality portraits for use online and in communications.
- Serve as lead for non-theatrical live-streaming and event videos, in collaboration with Webb’s IT team and performing arts technical staff.
- Lead a quarterly collaborative gathering of visual storytellers from the Alf Museum, Advancement and Admission offices to ensure we are maintaining best standards and practices.
- Collaborate with and support external firms hired to create high-level Webb image, Advancement and Admission marketing videos.
- Maintain an electronic library of images key to Webb’s communications and marketing needs and collaborate with campus teams to ensure the library is up to date and accessible.

Graphics support
- Provide support for creating basic graphics related to Webb’s branding as needed for social media, event programs and other promotional materials.
- Work with the Director of Marketing and Strategic Communications to ensure Webb’s branding standards are maintained across all platforms and by all Webb teams in their outreach efforts.
QUALIFICATIONS

• Expertise with visual storytelling, including 4K photography and videography, theatrical video and photography, sports video and photography and the associated software and hardware tools is required, including Adobe Photoshop, Illustrator and Premiere Pro.
• Knowledge and skills in using basic graphic design tools, such as Canva, Adobe Spark and Illustrator.
• Excellent verbal and written communication skills, attention to detail, the ability to be responsive to deadlines, and the ability to work independently.
• Interpersonal skills are essential, as the Videographer/Photographer will represent Webb to both internal and external audiences.
• Creative thinking and the ability to find cost-effective solutions are critical.
• Previous work in a nonprofit or educational setting is highly desirable.
• Experience in using drone equipment is a plus.

PROFESSIONAL QUALITIES OF WEBB FACULTY & STAFF

• Contributes to the delivery of the mission, vision and values of the school community.
• Demonstrates inclusive and equitable practices to ensure that all members of the community feel a sense of belonging.
• Follows community policies and procedures and models positive behavior.
• Works effectively as a team member and develops professional and productive relationships with colleagues.
• Understands boundaries and embraces responsibility for the care of students in loco parentis.
• Promotes a trust-based community by keeping appropriate confidences.
• Manages time effectively and meets deadlines and commitments.
• Communicates and responds to all school communications in a timely manner.
• Exhibits flexibility and adaptability to change as needed.

EDUCATION AND EXPERIENCE

A BA or BS degree or equivalent training is required, along with at least 3 years of experience in the communications and marketing field. Additional experience will be considered in lieu of education.

OTHER REQUIREMENTS

A current California driver license with a satisfactory motor vehicle record. A criminal background check must be successfully completed before employment can begin.

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. As prescribed by law, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Interested candidates should send their cover letter and résumé to:
William Diepenbrock, Director of Marketing and Strategic Communications
careers@webb.org

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