

JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (LVCCLD)

JOB TITLE: Multimedia Marketing Specialist

EXEMPTION STATUS: Exempt

PAY GRADE: 24

JOB CATEGORY: Official and Administrators

BARGAINING UNIT: NA

GENERAL SUMMARY:

Under the general supervision of the Branding & Marketing Manager, the Multimedia Specialist supports the marketing and communication goals of Las Vegas-Clark County Library District through the creation of high-quality, engaging, multi-media video and photo content for use in a variety of initiatives and outreach to Library District stakeholders, including customers, board members, community partners, government agencies, donors, news media, and staff. Fosters and maintains a diverse, equitable, inclusive and accessible work environment. Requires travel between District Branches.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Serves as an expert in video photography, interviewing, video editing, lighting, field audio, video recording, directing, post-production, and still photography.
2. Collaborates with team members on the creation of content and projects that support Library District initiatives and messaging.
3. Shoots, edits and/or produces a variety of engaging, multimedia content including: social media videos, marketing videos, program recap videos, sizzle reels, public service announcements, interviews, b-roll, and still photography.
4. Writes creative briefs, scripts and web copy.
5. Transports, develops setting/staging, determines lighting and operates cameras and other production equipment to shoot footage with technical and creative proficiency.
6. Plans, shoots, edits and distributes broadcast-ready footage to the news media that meets deadlines in order to provide the Library District with the optimal opportunities for media coverage.
7. Plans and shoots general photography of Library Branches.
8. Maintains all video and production related equipment. Ensures adequate technology is used and makes recommendations for maintenance, improvements and/or upgrades.
9. Maintains the asset library, storing final version of video, photo and graphic assets and provides access to staff, partners, and news media as needed.
10. Performs other duties as assigned.

CORE COMPETENCIES

- Customer Service
- Video production and post-production
- Script writing and copywriting
- Field interviews

KNOWLEDGE, SKILLS, AND ABILITIES:

• **EDUCATION:**

Required: Bachelor's degree in Communications or related field.

Preferred: NA

• **EXPERIENCE:**

Required: Five (5) years related video production experience required, equivalent combination of education and experience may be considered.

Preferred: N/A

• **License or Certification:**

Required: N/A

- **PHYSICAL REQUIREMENTS:** Work is primarily performed in an office setting with frequent local travel required. Ability to lift up to 30 pounds maximum and occasionally lifting and/or carrying video production and camera equipment. Work is performed in a combination of an office setting and at events, bending, lifting, walking or standing often necessary to carry out job duties.

ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:

- Ability to accurately prepare and maintain files, records and reports.
- Ability to process and handle confidential information with discretion.
- Ability to maintain effective interpersonal relationships.
- Knowledge of AP writing style.
- Knowledge of video formats and platforms.
- Thorough understanding of modern video production and post-production techniques, hardware, software, technology resources and solutions, and equipment (including cameras, lights, audio, computers, video hosting/streaming).

- Thorough understanding of media compression, digital rights management, content license requirements, asset metadata, video workflows, encoding, content management systems, storage and optimized delivery systems.
- Understanding of the news media, including knowledge of deadlines, video standards of quality and format.
- Excellent verbal and written communication skills.

DEVELOPED: APRIL 26, 2023