



The College of Idaho is currently accepting applications for a **Video and Photo Specialist** to join the Office of Marketing and Communications. The Video and Photo Specialist creates and manages content for The College of Idaho's website, social media, print publications and e-communications. As part of the Office of Marketing & Communications, this work is vital as it supports and strengthens the College's brand identity, with a particular focus on creating compelling and action-oriented content – including video, photography, graphics and writing – that advances its admission and fundraising efforts.

### **Essential Functions**

- Shoot, edit, produce and direct professional quality videos for The College of Idaho website, YouTube channel, advertising efforts and social media platforms.
- Shoot, edit and direct professional quality photographs for the College's many needs, including Quest magazine, the website, social media, advertisements and publications.
- Create and manage website and social media content (in particular, managing the College's Instagram, YouTube and Flickr accounts), working in collaboration with the rest of the marketing and communications team as well as the Office of Information Technology.
- Provide consultation and guidance to departments and offices in planning and creating new photo, video and multimedia content.
- Support other activities of the Office of Marketing & Communications as assigned.

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

- Demonstrated skill in video script creation/writing, videography and video production/editing, including experience with Adobe Premiere (or similar software).
- Demonstrated skill in photography and photo editing.
- Understanding of social media environments and effective social media strategy.
- Demonstrated ability to apply creative design principles in producing engaging content.
- Strong knowledge of online content management systems and online marketing.
- Excellent writing/editing skills and strong interpersonal/communication skills.
- Proven success in managing multiple projects, meeting deadlines, adapting quickly to changing priorities, and attention to detail and accuracy.
- Demonstrated ability to work both cooperatively and independently in a team-based work setting. The ability to work effectively and professionally with individuals from a variety of backgrounds and with varying levels of knowledge about web content and web design.
- Detail oriented while adhering to guidelines, performance standards and policies
- Must be self-motivated, willing to work independently
- Must possess a strong work ethic and unquestioned personal integrity
- Ability to maintain a high level of customer service

### **Qualifications**

- Bachelor's degree in communications, marketing, journalism, public relations, English, graphic design, video production, photography or related fields.
- A portfolio of professional work demonstrating outstanding photography, videography and video editing skills. Applicants will be asked to prepare and share their published portfolios as part of the interview process.

- Experience working in a communications, web communications, public relations, news media and/or marketing environment. Higher education experience is a plus.
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of the contract without sponsorship from The College of Idaho.

Candidates meeting qualifications listed above should submit a cover letter addressing their qualifications for the position, a current resume, and the names and contact information of three (3) references, two (2) management and one (1) professional to [hr@collegeofidaho.edu](mailto:hr@collegeofidaho.edu) Application review will begin immediately; applications will be accepted until suitable candidates are selected.

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