



POSITION DESCRIPTION

Digital Content Manager (Videographer/Photographer)

The MCV Foundation seeks a Digital Content Manager (Videographer/Photographer) to join its Marketing Communications team. This is a new role that recognizes the growing importance of video and photography to the foundation's communication strategy.

ABOUT THE MCV FOUNDATION:

The MCV Foundation was established in 1949 to inspire and steward philanthropy that supports VCU's five health sciences schools (Dentistry, Health Professions, Medicine, Nursing and Pharmacy), VCU Massey Cancer Center and VCU Medical Center. The foundation currently manages approximately \$800 million in assets to ensure the MCV Campus remains at the forefront of excellence and innovation in patient care, research and education.

The MCV Campus is a major urban academic medical center serving Central Virginia and beyond. Through its 1,800 funds, the MCV Foundation provides scholarships, professorships, chairs and research funds to support the life-saving work occurring here every day. These funds allow VCU students, doctors and researchers to be on the cutting edge of health care delivery, offering patients the most exciting treatments and medical technology available. Visit www.MCVFoundation.org to learn more.

JOB TITLE: Digital Content Manager (Videographer/Photographer)

CLASSIFICATION: Exempt

REPORTS TO: Director of Marketing Communications

JOB DESCRIPTION

The Digital Content Manager (Videographer/Photographer) will produce, shoot and edit video and still photos for the foundation and its key stakeholders. This role will also work to develop and enhance the role of videography in the foundation's overall communications strategy. This position requires a creative and imaginative storyteller who performs various functions of digital video production and photography from concept to completion in educational and health care environments. The Digital Content Manager (Video/Photographer) will fulfill daily video and photo assignments for the foundation and its MCV Campus partners. This role will lead efforts to create still photography for website and social media features, various magazines and collateral pieces such as case statements, brochures and direct mail. Videos will be produced for website and social media features as well as virtual and in-person events.

The Digital Content Manager (Videographer/Photographer) will work independently while also collaborating to fulfill assignments for publications and web content. This position will also build and maintain an archive of digital assets that can be leveraged for ongoing foundation and MCV Campus partner publications.

The ideal candidate will have academic and/or professional experience as a videographer, a video producer, or a similar role, working in a dynamic, high-energy agency or educational setting. The ideal candidate will have the ability to work independently, multitask and work on multiple deadline-driven projects simultaneously.

RESPONSIBILITIES:

Works independently and in collaboration with MCV Foundation communications staff to ...

- Produce and package video projects to be shared at special events, posted across MCV Foundation website and social media platforms, and used as key components of comprehensive advertising campaigns.
- Shoot high-quality still photography to meet the foundation's digital content, direct mail, and publication needs.
- Provide photography for selected foundation events.
- Complete select special video and photography projects for partners across VCU Health's MCV Campus.
- Build and manage photography and video archives.
- Budget time and office resources to ensure photographic work is done efficiently and in a way that reflects MCV Foundation priorities.
- Develop and maintain a recognizable MCV Foundation photo style that will be a key element of the foundation's visual identity.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in video or film production, photography, visual communication, journalism, new media, fine arts, or equivalent work and/or academic experience
- Professional and/or academic experience in producing, creating and editing videos, photos and social media content
- Demonstrated flexibility in shooting styles, for commercial, documentary or news purposes.
- Portfolio that demonstrates a range of experience and expertise in video and photo production and visual problem-solving, in a fast-paced, deadline-driven, results-driven environment
- Experience and confidence using current video production equipment and software
- Experience publishing photo and video content in content management systems and digital asset management systems
- Experience with audio, video, photo editing, music selection and publishing software
- Experience collaborating on a team and taking creative direction from others as well as working independently to develop and make decisions about visual stories
- Comfort with creative collaboration and critical feedback
- A sense of humor and commitment to organization values and culture.

PREFERRED QUALIFICATIONS:

- Master's degree in video or film production, photography, visual communication, journalism, new media, fine arts, or equivalent work and/or academic experience
- Seven years of experience producing video and photography assets in a higher education setting where multiple priorities and partners are competing for assistance and collaboration.

WORK ENVIRONMENT:

This is a salaried position in an organization with an inspiring mission and excellent benefits. The work week is typically 40 hours, however, communications is a deadline-driven field and the candidate may occasionally need to work as needed to meet project timelines. There are several events throughout the year that occur on evenings or weekends that the candidate will be asked to attend and staff.

SALARY:

Commensurate with experience

How to Apply:

Send cover letter, résumé and a digital portfolio link to info@mcvfoundation.org.

CONTACT:

Eric Peters, Director of Marketing Communications

eric.peters@vcuhealth.org