

Kingswood University Job Description

Position Title:	Media Specialist
Classification:	Full-time (40 hours per week)
Responsible To:	Vice President for Enrolment & Marketing
Purpose:	To assist the University in the development of digital content resources for the purpose of Enrolment & Marketing initiatives, and to support the efforts of Academics, Enrolment, Campus Life, Donor Engagement, Alumni Relations, and Conference Rentals in the production of live and recorded events.

Responsibilities:

- Create a strategy to capture campus life, special events, people, and spaces through photography and videography for the purpose of promoting the mission and initiatives of the institution.
- Work with the Director of Creative Services to support the development of marketing strategy and content, in both digital and print form, consistent with the brand position of Kingswood University.
- Assume responsibility for the process of capturing all photographic and video content from start to finish, including concept development, set up, lighting, shooting, editing, and end product delivery.
- Develop and maintain a comprehensive digital library of relevant and fresh video and photography content for the university's marketing purposes in support of the website, social media platforms, digital ad campaigns, and printed promotional materials.
- Develop and manage a video content curation strategy that captures the stories of our current students and alumni.
- Create a comprehensive social media strategy. Manage all social media platforms to increase visibility, membership, brand awareness, and engagement.
- Work with the Director of Worship, under the supervision of the Vice President of Academic Affairs (VPAA) to provide technical support for Chapel audio, video, recording, and lighting.
- Work with the appropriate VP to provide AV support for all regularly scheduled events, special campus-wide services and events, Kingswood ministry teams, and conference rentals.
- Create and maintain standard operating procedures for live and recorded production, including Chapel services and conference rentals, and for the use and storage of all institutional AV equipment assigned to those purposes.
- Oversee the usage, storage, care, and maintenance of all AV equipment (hardware and software) connected to the chapel and its ministries. This includes AV equipment in Wesley Hall, equipment used by ministry teams, and the backstage storage area.
- Recruit, schedule, and develop student volunteers to assist with Chapel services, photography and videography projects, social media, and AV requirements for on-campus events within the scope of responsibility.
- Provide Practicum opportunities within the scope of responsibility.
- Provide support to the Director of Information Services for classroom technology.
- Provide assistance and training for staff in the use of multimedia equipment.
- Subject to qualifications, teach (or supervise) an average of one course per year in technical ministries, at the direction of the VPAA.
- View this position as a ministry, including mentoring students in their Christian walk as opportunities arise in the fulfillment of your responsibilities.
- Participate in University events, including regular chapel attendance.

- Perform additional duties, as required.

Qualifications:

- Experience and proficiency with photography, videography, audio, and editing, as evidenced by a digital portfolio of photos and videos.
- Experience in content creation and storyboarding.
- Proficiency in the Adobe Creative Suite and ability to operate in an Apple environment.
- General knowledge of photography and videography production techniques and equipment with an ability to deliver professional quality results.
- Proficiency with social media platforms and engagement strategies.
- Self-motivated with a commitment to meet deadlines, delivering under pressure and at or above expectations.
- Well-organized and able to manage multiple projects at once.
- Attention to detail and accuracy with a commitment to excellence.
- Able to contribute individually, as well as lead, manage, or participate in cross-functional teams.
- Willing to work flexible hours to accommodate evening and weekend events and opportunities.
- Willing to actively engage with resources and attend virtual and in-person training events to stay current with new techniques and rapidly changing technology.
- Bachelor's degree preferred.

Values:

- Godly, spiritually mature, with full-hearted devotion to Christ and the Church.
- Genuine and evident love for other persons demonstrated by consistent spirit of kindness, compassion and respect for all other persons, including maintaining a non-intimidating, harassment-free work environment.
- Integrity and moral excellence, with life above reproach.
- Code of personal conduct consistent with membership commitments for leaders of The Wesleyan Church.
- Commitment to enthusiastically assist in fulfillment of Kingswood University's mission.

General University Information: Kingswood University is owned by The Wesleyan Church. The mission of Kingswood is to serve Jesus Christ by strengthening the local and global church through forming Christ-like servant leaders in a community that creatively blends academic excellence and practical ministry experience with intentional spiritual formation.

Direct resumes to:

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