

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: UNIVERSITY PHOTO/VIDEO PRODUCER

Reports To: Designated Supervisor

UW Job Code: 5022

UW Job Family: 3D – Media/Communication/Art

SOC Code: 27-4021

FLSA: Exempt

Pay Grade: 20

Date: 7-1-14 (revised 8-19-22)

JOB PURPOSE:

Under limited supervision, perform advanced level photography and videography services for the University of Wyoming. Photograph, edit, and present newsworthy events, locations, people, or other illustrative and educational material for use in publications and a variety of digital media platforms. Develop, plan, produce, direct and edit video productions. Support key institutional and campus unit goals and messages.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate with the Institutional Marketing Creative Services Team including other video producers, photographers and graphic designers.
- Work with the staff of Institutional Marketing and Communications, as well as constituents across the university to provide video and photo services that support the University brand.
- Perform editing, color correction, archiving, and efficient file storage. Produce high-quality photographic prints and images for exhibition, publication, research or preservation purposes.
- Develop, plan, produce, direct, and edit video productions in accordance with the needs of various campus partners and marketing professionals. Research topics, determine production techniques, plan and coordinate technical functions.
- Utilize creativity as well as knowledge of lighting, composition, camera/lens combination, and editing software such as: Adobe Photoshop, Adobe Light Room, Adobe Premiere Pro, Adobe After Effects, and Photo Mechanic.
- Adapt to various environments, both indoors and out. Choose the appropriate location, proper equipment and lighting including: cameras, microphones, teleprompter, etc.
- Perform outreach and public relations activities to promote video/photographic resources to University departments, outside institutions, current and prospective donors and the general public.
- Perform liaison duties with electronic media organizations such as network television entities, broadcast stations, production companies, and university production units performing contract work.

SUPPLEMENTAL FUNCTIONS:

- Perform miscellaneous job-related duties as assigned.
- Attend and participate in training and other professional development activity.
- Participate in performance-related goal setting and achievement to meet personal and organizational goals and objectives.
- Other duties as assigned.

COMPETENCIES:

- Attention to Detail
- Adaptability
- Independence
- Innovation
- Quality Orientation
- Technical/Professional Knowledge

MINIMUM QUALIFICATIONS:

Education: **Associate's degree**

Experience: **At least 3 years of photography experience is preferred**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

- Digital imaging technology, techniques, methods and formats.
- Equipment, tools, and supplies used in the taking, processing, enhancing, and use of photographs including various cameras/lenses, image processing software and types of lighting.
- Copyright regulations and privacy laws.
- Photographic materials, techniques, and media.
- Theory and techniques of modern photography.
- Photographic techniques to produce varying effects and messages.
- Choose proper settings on cameras and photographic processing equipment to obtain intended effects and select the appropriate camera angles, picture composition, filter, lighting, or other treatment necessary to produce the desired message or special effect.
- Utilize creativity as well as knowledge of lighting, composition, camera/lens combination, and editing software such as Adobe Photoshop, Premiere Pro, After Effects, and Photo Mechanic.
- Move 50 pounds regularly.
- Select the appropriate camera angles, picture composition, and filtering, lighting, or other treatment necessary to produce the desired message or special effect.
- Accurately present technical, scientific, and professional subjects and activities by photography and through effective collection preservation and presentation.
- Advise on technical problems in photography, camera, lighting, image processing and production.
- Recommend the purchase of photographic equipment and supplies.
- Maintain favorable public relations with collection donors and repository management.

WORKING CONDITIONS:

Laboratory and studio environments; frequently on location for indoor and outdoor events.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.