

# Hyde Park

## PARTNERS

Job Title	Video Marketing Specialist	
Location	Charlotte, NC	
Division/Dept.	Marketing	
Reports to	Director of Marketing	
Type of position:	Hours <u>40 hrs./ week</u>	Notes:
<input checked="" type="checkbox"/> Full-time w/benefits <input type="checkbox"/> Temp Full-time w/o benefits <input type="checkbox"/> Part-time w/o benefits <input type="checkbox"/> Temp Part-time w/o benefits	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt	

### GENERAL DESCRIPTION

As a member of the Marketing Team, the Video Marketing Specialist's focus will be to assist in promoting the Hyde Park Partners' (HPP) brands to potential and existing customers through the use of video. This individual will work closely with the Director of Marketing to execute a media strategy that builds video storytelling. The Video Marketing Specialist must meet current (and ever increasing) demand for video projects as well as cultivate new opportunities to engage external audiences with video.

The Video Marketing Specialist will also be required to communicate with the members of the Marketing Department and HPP associates in order to create video that meets both the department objectives as well as the overall objectives of the corporation.

#### Primary responsibilities include but are not limited to:

- Development and production of high-quality, compelling videos and multimedia projects that convey stories about the HPP brands for audiences including associates, customers and the general public
- Brainstorm video marketing ideas for all marketing channels. This includes collaborating with various team members, including marketing, sales and leaders with the company, to generate concepts, then take lead in production, shooting and editing.
- Produce finished products in adherence to the quality standards set forth by the company in a timely manner.
- Responsible for the LHTV.livhaven.com site including posting new videos, adding relevant third party videos and maintaining the site.
- Assist in the integration of video into HPP's web and social media sites.
- Responsible for assigned projects from inception to delivery.
- Maintain and operate all video equipment.
- Manage all aspects of video and multimedia production, including shooting, lighting, and editing audio and video.
- Develop skill set continually to keep up with changing technology and recommend upgrades/changes as needed.
- Analyze the success of video production pieces and recommend improvements.
- Maintain a strong understanding of our customer base, demographics, and creative use of digital media to reach customers.

### QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Education

- Minimum education required: Bachelor's degree (B.A.) from four-year college or university with emphasis in video production and communications; or video production training and certification from an accredited trade school.

## **Work Experience/Training Requirements**

### **Required Experience**

- Team player with the ability to work within tight and changing deadlines
- 2 - 3 years experience in video/broadcast production, or equivalent combination of education and experience
- Experience in all aspects of video and multimedia production, including storyboarding and script-writing, shooting, lighting and editing audio and video
- Excellent written and verbal communication skills
- Ability to manage multiple projects/tasks and drive them to a successful completion
- Strong organizational skills combined with a keen attention to detail
- Strong interpersonal skills combined with the ability to communicate effectively at all levels
- Enthusiasm and caring attitude
- Experience working with high definition video; experience with Final Cut Studio and/or Adobe Creative Suite; and strong writing skills for print, web and social media
- Proven ability to take direction, gather information, and analyze data in order to create a successful video presence and reinforce the brand image to meet company objectives

### **Software Requirements**

- Final Cut Pro and/or Adobe Premiere
- Adobe Photoshop and After Effects
- MS Office – (Outlook, Word, Excel, PowerPoint)

### **Skills/Competencies**

- A keen attention to detail with strong organizational skills
- Ability to work independently and manage multiple tasks
- Excellent written and verbal communication skills
- Committed team player with caring attitude

### **Travel Requirements**

- Fifteen percent (15%) travel within the southeast on a monthly basis
- Optional short-term International assignments

### **Language Ability**

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public

### **Math Ability:**

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### **Reasoning Ability:**

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **Computer Skills:**

- To perform this job successfully, an individual should have knowledge of and be proficient in Microsoft Office and Excel.

### **Supervisory Responsibilities:**

- This job has no supervisory responsibilities at this time.

### **Work Environment:**

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

### **Physical Demands:**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duty of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand and walk as well as be able to speak and hear. An employee would need to be able to have the ability to have clear vision at 20 inches or less.
- While performing the duty of this Job, the employee must be able to drive and possess a valid driver's license.