Position: Multimedia Specialist     EEO# UA 10-15

Responsibility: The Multimedia Specialist is responsible for leading UL Lafayette’s content generation for video, audio and other emerging visual and online communications. He or she will shape, articulate and champion the vision for multimedia storytelling to build awareness of the University’s reputation among national and international audiences for quality academic programs, research, economic development, community service and cultural preservation. The specialist will also help position faculty as experts in their respective fields.

The specialist will manage the University’s presence on television, radio and the Web through activities, such as:

- Writing, shooting, editing, and monitoring television promotions, and producing videos, news stories, PSAs and podcasts on the university’s behalf.
- Developing content on social media platforms, such as Facebook, YouTube, Vine and iTunes, and manage responses.

Other responsibilities include assisting with media relations, crisis communications, and serving as a liaison for commercial filming, and networking with broadcast and social media professionals. This person is expected to deliver both immediate, short-term products along with long-term, time-intensive high-quality productions. He or she will lead in scouting, casting, coaching, and directing talent for all productions.

The Multimedia Specialist will track, evaluate and report the performance of multimedia—broadcast and online content—and make strategic adjustments when necessary. This person also participates in other University activities as assigned.

Qualifications: The successful candidate will be a proven leader with video, audio and Web experience. He or she must have an extensive, accomplished career in multimedia storytelling (including expertise in digital and video photography), strong communication and writing skills, a collaborative nature, and excellent organizational skills. An understanding of news presentation in multiple platforms, a commitment to storytelling, and an ability to delineate marketing strategies to various internal audiences are essential.

Extensive experience in video/audio editing and video postproduction, including knowledge of current software, are required. Experience in basic animation, graphic arts and previous work in a higher education setting are preferred. An understanding of web content management systems is also preferred. Because this position is multi-faceted, this self-starter must exhibit a high level of creativity and productivity.

Bachelor’s degree is required.
Physical Requirements:
- Ability to travel as needed
- Ability to repeatedly, or for extended periods, sit, stand, stoop and walk, and reach in any direction
- Ability to lift or transport loads up to 50 pounds
- Ability to hear a wide range of levels and tones with strong vision, including good depth perception and ability to differentiate colors

Administrative Unit: The Office of Communications and Marketing in the University Advancement Division.

Salary: Negotiable, depending upon qualifications and experience.

Anticipated Starting Date: Immediate

Applications: For initial consideration, please submit with cover letter, portfolio and resume to:

UL Lafayette
Office of Communications and Marketing
Attn: Senior Associate Director of Communications
P.O. Box 43567
Lafayette, LA 70504
Or to: kat@louisiana.edu

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