



CARROLL UNIVERSITY

Job Description

Position: Cinematographer/Photographer

Classification: Administrative Staff – Full Time

Reports to: Director of Communications and Marketing

Description: The Cinematographer/Photographer is a highly skilled, creative and artistic storyteller who initiates and transforms abstract ideas into original and unique visual content that enhances brand messaging and marketing initiatives. This position is responsible for guiding the creative process from concept to completion, and must possess advanced knowledge in the art of cinematography and photography, as well as in integrating innovative, creative interpretations with branding and marketing principles. The Cinematographer/Photographer is responsible for painting the look and feel of Carroll through imaginative and original video content. This position also serves as a skilled and versatile university photographer with experience in creating original composition and imagery.

Responsibilities:

- Create unique, innovative and original visual content from scratch - initial ideas/concepts to completion - transforming abstract ideas into unique visual content that effectively tells the Carroll story to prospective and current students, parents, alumni, administration, faculty, and outside community members.
- Bring an artistic and well-defined creative aesthetic to all Carroll visual content.
- Work independently and consistently exercise individual discretion and judgement throughout all phases of the creative process and project development cycle. Innovate for change as needed throughout the project cycle.
- Consistently develop new and original story arcs that are imaginative and visionary in nature.
- Determine and recommend well-defined artistic interpretation to best suit a variety of projects - using a multitude of specialized filmmaking styles - including classic narrative, short film, comedy, experimental, documentary, etc.

- Set the aesthetic - utilize advanced and specialized artistic knowledge of shot composition, scenes and sequences, as well as color, mood and tone to elevate the visual experience.
- Design and tell visual stories through advanced creative interpretation that transforms shot-lists, location scouting, talent casting, narrative, camera angles, lighting, etc.
- Interact with stakeholders from all levels of the organization to identify goals. Make recommendations on how to best achieve those goals through the development of original visual content.
- Self-direct to discover new opportunities and generate ideas that are then translated into original, innovative and artistic content outside of university client requests.
- Collaborate with university writers on original script development. Utilize independent discretion to determine what script additions and amendments will enhance the final product.
- Cast and manage all talent for videos and photography shoots. Act as director of photography for video shoots, including keeping shoots on schedule and in compliance with public permissions
- Use independent discretion and artistic judgement on set to direct actors and models.
- Use independent discretion and artistic judgement to recommend music beds, voiceovers etc.
- Determine all creative aesthetics as well as technical considerations; this includes principal shooting, lighting, audio and video recording
- Design and develop motion graphics and still graphics for videos when required (After Effects)
- Assemble video and audio in non-linear editing software (Premiere Pro, Final Cut Pro X) when needed and create visual effects, including green screen work (compositing) and any work that cannot be created practically
- Manage video editing, to include computer based non-linear editing systems, software and digital assets and render video and audio for different delivery methods
- Utilize specialized knowledge in a variety of photographic techniques and standards, including studio, conceptual/fine art, landscape, candid, portrait, action, etc. to develop original and creative original photography.
- Develop and direct an annual calendar of photography; confer with university clients to determine photographic needs and recommend solutions.
- Manage equipment inventory and recommend new equipment purchases
- Manage archive of digital photos and assist designers in recommendations for use in a wide variety of print and electronic media
- Stay current on university and industry standards and trends
- Manage time/priorities and multi-task to handle both long term projects and those that require a quick turn-around

Qualifications:

- Bachelor's degree in Film/Video/Media-Related Field
- 5 - 7 years demonstrated experience in the creation and direction of original, innovative and artistic cinematography/videography
- 3 – 5 years demonstrated experience in still photography to include candid, landscape, studio, fashion, action, portrait, etc.
- Experienced skillset in a variety of specialized filmmaking styles, including documentary, classic narrative, short film, comedy, etc.
- Experience in translating abstract concepts into original story ideas/visual content
- Demonstrated ability to work independently and use discretion and judgement to move a project forward
- Experience in managing video and photo shoots
- Experience in developing creative and strategic visual content as it relates to integrated marketing/branding desired
- Experience in developing imaginative and visionary visual content from the idea phase to interpretation to final product
- Experience in developing budgets and/or making recommendations regarding purchase of video/photography equipment desired
- Experience in working with clients to achieve strategic visual assets that advance organization brand and messaging an asset; ability to formulate recommendations through creative analysis and interpretation
- Experience in developing creative and innovative online video content that draws an audience
- Must have a strong working knowledge of digital video cameras as well as lighting and sound recording for studio and location productions
- Demonstrated proficiency in video editing, visual effects, compositing and motion graphics
- Advanced knowledge in the creative use of video and video production including Adobe Premiere, After Effects, Speedgrade, Audition, Photoshop, Illustrator, etc.
- Fluent in Final Cut Pro, Adobe Premiere, or other editing suites and compression software applications such as Final Cut Studio, Flash, Squeeze, and Quicktime
- Strong knowledge of videography and camera operations, including set-up, lighting, green screen
- Ability to transport, set up, and operates various and potentially heavy production equipment including cameras, audio and video recorders, lighting equipment, props, and microphones for location and studio production
- Proficient in MS Office Suite (Word, Excel & PowerPoint)
- Flexible schedule to accommodate for off hours events and completing urgent or quick-turn-around projects on a short timeline
- Excellent written, oral and interpersonal skills
- Passionate about creating unique, engaging visual content
- Eye for design and always on the lookout for the perfect shot
- Candidates must be willing and able to support and advance the [University mission](#).

Job Number: #1718-055

Please reference job #1718-055 and submit cover letter and resume to:
hroffice@carrollu.edu

Human Resources
Carroll University
100 N. East Avenue
Waukesha, WI 53186

All candidates must submit a link to samples of their videography and photography or will not be considered.

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