

American Radio Relay League Inc.
Job Description
Videographer

Department: Marketing
Reports to: Marketing Operations Manager
Classification: Non-Exempt Hourly

Summary:

The Videographer plays a vital role in producing high quality video content to help amplify ARRL and our mission. The Videographer will craft compelling visual stories that inspire, engage a growing audience, and support the organization's mission to promote and protect amateur radio while inspiring youth. This role will also support projects and cross-functional teams across the organization to develop and execute videos for membership initiatives, publications, programs and services, sales, advertising, communications, and social media. Project involvement will span conception to final edit, including scripting, shooting, editing, and post-production. An understanding of storytelling is desired to help develop engaging, high quality video content.

This position requires a highly organized individual that can manage multiple projects simultaneously, work under pressure, and meet deadlines. The incumbent will stay current with emerging trends and technology and provide insights to ensure video content remains relevant and engaging.

Essential Functions & Responsibilities:

- Create short-form and long-form videos optimized for ARRL's marketing and communication channels, ensuring content resonates with diverse audiences across social media platforms (Facebook, Instagram, YouTube, etc.).
- Produce video content for membership, product promotions, advertising campaigns, online publications, and other digital media, aligning with the overall marketing strategy.
- Collaborate with team members to develop creative concepts, and plan video shoots.
- Responsible for video post-production, editing film into cohesive narratives including organizing raw footage, special effects, graphics, and B-roll footage.
- Manage and maintain video equipment, microphones, lighting, and sound equipment.
- Provide support for live video production at key events (hamfests, conventions, etc.) as needed.
- Advance the organization's goal to be prolific with published video. Collaborate with the marketing team to ensure a consistent flow of engaging video content across platforms, contributing to ARRL's increased visibility and audience engagement.

Performance Measurements:

- Contribute to creating positive energy and fostering a team atmosphere and showing excitement and pride in the team's work.
- Ability to work both independently and in a team environment, utilizing strong interpersonal skills to interact with a diverse range of people.
- Effectively manage multiple tasks and projects and prioritize workload.
- Ability to take initiative, follow-through, and be accountable for results.
- Detail oriented with superior organizational skills with the ability to multi-task and pay close attention to detail.

Knowledge and Skills:

Experience	Three years to five years of similar or related experience. A strong portfolio of previous video work is required.
Technical	Proficient in Adobe Premiere Pro or other video editing software, with knowledge of video formats and platforms. Competency using video production hardware, such as camera, audio, lighting, switching, and digital editing equipment.
Education	Bachelor's degree or equivalent in a relevant field of video production.
Interpersonal Skills	The role involves interacting with individuals outside of the immediate team to exchange routine information. External contacts typically include members or vendors, and the position necessitates providing assistance and information with professionalism and courtesy.
Other Skills	Experience and interest in amateur radio is preferred but not required.
Physical Requirements	Standing, walking, or moving around for extended periods, in different environments. This can include shooting at outdoor locations, on site, or during events. Effectively managing and operating camera equipment, tripods, and related gear. Ability to move into different positions to capture the best shots, which may include crouching, kneeling, or bending. The ability to lift and carry camera equipment, lighting gear, and accessories, which can sometimes weigh up to 50 pounds or more, is often necessary.
Work Environment	Deadline driven office environment. Occasional travel may be required for events and on-location shoots, as needed.