

Formal title: Photographer
Working title: **University Photographer/Videographer**
Department: Integrated Marketing and Communications
Position Reports to: Marketing Communications Manager, IMC/UR

Reporting to the Associate Director, News and Public Information, in the Integrated Marketing and Communications department, the **University Photographer/Videographer** serves as an integral member of the IMC/UR team. He/she will coordinate the creative, production and business operations of University photographic needs in support of the University brand and multi-channel communications.

The position will work closely with each area of the Integrated Marketing and Communications team, including print marketing, web and new media, media relations and campus communication. He/she will also work directly with campus constituents in support of event documentation, portraits and other photo needs.

Responsibilities

Works in a highly integrated team environment to create high-quality, effective photography. This position coordinates all creative, production and business operations of University photography to include photo shoot scheduling and setup, photography, photo correction and preparation, storage and tracking.

- A. Serves as primary photographer in support of integrated and multi-channel marketing working with all areas of Integrated Marketing and Communications: **(25%)**
 - Coordinates the scheduling of photo studio and marketing subjects in a timely manner to meet project deadlines
 - Photographs in a style that supports and builds on the University brand
 - Photographs subjects with a style appropriate for multiple media: print, web and news publications
 - Captures and maintains a photo library of current University life with a style appropriate for multiple media: print, web and news publications
 - Maintain the University's photography studio, including equipment, making recommendations for needed upgrades when appropriate

- B. Assist in and support the University's interactions with news media and University-related events: **(15%)**
 - In conjunction with the news team, provide appropriate photographs for news releases and UW Oshkosh Today news publication
 - Ensure appropriate response to the media's needs for photographs of the University and it's community
Provide photographic coverage of University events and functions, as appropriate

- C. Provides photo sorting, correction and cropping of imagery for multiple media: **(20%)**
 - Upon completion of photoshoots, the University Photographer is responsible for evaluating images and selecting those most suitable prior to a department photo review
 - Perform photo correction to images such as red eye removal, color enhancement, removal of unwanted elements and overall image touch-up to prepare the image for use

- Perform image cropping and resizing for appropriate media, including reducing file sizes if necessary
- D. Develop and maintain a searchable photo database that allows for photo tagging and tracking. **(15%)**
- Develop and maintain a system to allow photo searching by multiple criteria such as campus location, student type, subject or event
 - Develop and maintain a photo tagging and tracking system that allows photos to be labeled in multiple ways for easy access, allowing consistency in photo use and ease of removal
- E. Perform video tape recordings and editing for multiple media, such as University web sites and UW Oshkosh Today. **(15%)**
- Perform video tape recordings including the operation of video and equipment for the purpose of recording from linear events such as Commencement ceremonies to recording to a script in film style
 - Edit recorded video and/or audio per client or project manager instructions
 - Format files in multiple file types such as Flash, Windows Media or Quicktime
- F. Provide budgetary recommendations and establish unit-cost pricing of charge-back services for University Photography **(5%)**
- G. Other duties assigned by Marketing Communications Manager in Integrated Marketing and Communications **(5%)**

REQUIRED QUALIFICATIONS:

1. Bachelor's degree, preferably in Photography or similar field.
2. Minimum of 5 years experience as a professional photographer or related field to acquire artistic, creative and technical skills in all aspects of digital color photography and photo correction and the ability to manage a full-service photography function in an educational institution.
3. Familiarity with a photography database or photo tracking system.
4. Working knowledge of Adobe Photoshop, Illustrator or other graphics manipulation programs.
5. Working knowledge of videography and video editing.
6. Working knowledge of Adobe Bridge, Lightbox or similar application.
7. Knowledge of MS Office software applications (i.e. Word, Excel, Access).

PREFERRED QUALIFICATIONS:

1. Five or more years of experience in providing photography for marketing materials.
2. Five or more years of experience working with photo correction and preparation.
3. Five or more years of videography experience, including video editing.