

Houstonfirst

Job Posting

Position:	Media Content Producer (Photographer / Videographer)
FLSA:	Exempt
Department:	Marketing
Reports to:	Editorial Director
Reporting Location:	Partnership Tower
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m.

Summary: Houston First Corporation's Marketing Department is charged with developing and disseminating a positive image of Houston as a destination for leisure travel and conventions through advertising, public relations, social media, and direct-to-consumer marketing. The Media Content Producer is responsible for creating and editing original images and video content and supporting the marketing team in all of its traditional, social and digital media marketing endeavors.

DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments and responsibilities required of the position)

- Produce and edit video and photo content for social platforms, brand videos and marketing content.
- Coordinate with the creative team to ensure brand consistency.
- Work with other team members to create the photo or video product required.
- Facilitate the entire video-making process from ideation through final execution.
- Create content with strong communication value across multiple channels and formats, including mobile, web, in-app, and social media platforms.
- Partner closely with Marketing, PR, Editorial, and Graphics teams to help prepare and finalize all media operations.
- Participate in content development, requirements analysis, and design while providing technical expertise.
- Provide video concepts and ideas that are creative and appropriate for various implementations.
- Utilize an understanding of codecs/file formats and audio standards.
- Post-production: video editing with motion graphics, sound design and music selection, narration, image manipulation, illustration, information architecture, media integration, and distribution.
- Ensure that design solutions are appropriate for the targeted audience, meet project-specific criteria, reflect company or department best practices for efficiency, and add substantial business value and support to Houston First's strategy and vision.
- Handle invoice submission and tracking.
- Select equipment required for each project. Transport equipment to and from locations. Set up and tear down equipment as needed - including cameras, audio recorders, lighting, etc. .
- Clean, calibrate and maintain all equipment to ensure that it remains in good working order and troubleshoot any problems with equipment as they arise.
- Special projects and other duties as assigned.

SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)

- This position has no supervisory responsibility.

EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)

- College Degree in Photography, Cinematography, Computer Graphics, Marketing, Liberal Arts, Journalism, or a related field preferred.
- Minimum 3-5 years experience in photo AND video content creation and editing (marketing experience, a plus).
- Advanced technical knowledge of photo and video equipment.
- Proficient in photo/video shooting - including shot composition, lighting, and sound.
- Advanced experience with Photoshop, Lightroom, Premier Pro and/or Final Cut Pro, AfterEffect, etc.
- Must understand and be able to explain the entire process, from Pre-production to Production to Post-Production.
- Knowledgeable on creating/preparing/posting images and video-based content to social networks.
- Experience with MS Office: PowerPoint, Word and Outlook.
- Proficient using both PC AND Mac operating systems.

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Knowledge, Skills and Abilities: (technical, communication, interpersonal, etc.)

- Willingness and ability to travel to key local events or locations-of-interest to capture content. A valid driver's license and reliable means of transportation are a must.
- Valid FAA Remote Pilot (drone operator) Certificate, a plus.
- Because events and campaigns may operate on proprietary time constraints, must be willing to work off-hours and on weekends as necessary.
- Possess sufficient manual dexterity, physical mobility, and physical strength/stamina to handle moderately heavy, delicate equipment.
- Creativity and attention to detail with strong story-telling ability.
- Ability to work in a creative, fast-paced environment while organizing your time efficiently.
- Possesses a strong work ethic, a willingness to take initiative, and a proactive approach to productivity.
- Clear understanding and proven record of shooting branding/marketing content, conveying an impactful message, and staying informed on emerging trends.
- Creative, out-of-the-box thinker with a thirst to drive innovation.
- Ability to communicate professionally and present concepts to senior executives.
- Knowledgeable in pop culture, especially as it relates to Gen-Z and Millennials.
- Must be organized, capable of handling multiple projects at the same time, and have the ability to prioritize.
- Excellent written and oral communication, judgment and decision-making skills.
- Must be able to make effective written and oral presentations in a public setting.
- Ability to coordinate with models, subjects, location owners, and other partners in a friendly and professional manner.
- Must be computer literate, with working knowledge of Windows, Excel, PowerPoint, Prezi or similar software.

MISCELLANEOUS:

- Must pass a pre-employment drug test.

WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)

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.

- While in the office, there will likely be no major sources of discomfort - an essentially normal office environment with acceptable lighting, temperature, and air conditions.
- While shooting or filming on location, adaptability is essential, as the environment may be indoors or outdoors, in all seasonal conditions and at any time-of-day.

ANNUAL SALARY: Commensurate with experience

BENEFITS: Medical, Dental and Vision insurance
401(K) (100% match up to 6%)
Paid Holidays (10 Days)
Paid Time Off (120 hours first Year)
Health Reimbursement Account and Flexible Spending Account
Tuition Reimbursement (Up to \$5,200.00 annually)
Paid Basic Life & Accidental Death and Dismemberment
Paid Short-term and Long-term Disability Pay

POSTING DATE: June 8, 2021

CLOSING DATE: Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com

The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.

An equal opportunity employer.