Imagery and Web Communications Specialist
Mercersburg Academy

Job Classification: Staff, 12-month, Full-Time position
Reports To: Director, Strategic Marketing and Communications

Summary: The Imagery and Web Communications Specialist is responsible for the creation and maintenance of still and video imagery to be used in print and digital projects.

Essential Duties and Responsibilities:
• Serves as the school’s resident photographer. With the Director of Marketing & Communications, develop a strategic comprehensive annual plan/schedule for still photography and video footage.
• Take, process, and print photographs for various school events, a fair portion of which will be spontaneous in nature and/or occur during evenings, weekends, or outside normal office hours
• Use Photoshop and similar software to edit photos for use in print or on the web.
• Serve as the strategic liaison for determining, scheduling, and booking all campus photography and videography. Schedule freelance and specialty photographers/videographers on an as-needed basis. Coordinate with all campus departments when photography or video is scheduled.
• Manage, organize, tag, and catalog photos and video archives. Handles photo requests from other departments. Works with the Web Editor to update and clean all departmental information/news on the website.
• Serves as the departmental liaison regarding social media, in conjunction with the Web Editor and the Director, as it concerns the creation and repurposing of photographic and video content for Facebook, YouTube, Twitter, and similar
• Absorbs work overflow from the Web Editor and serves as back-up to that position.
• Leads and manages the design, content, and publication for the annual “Faces Book” student directory.
• Participate in the department’s activities for Commencement, Baccalaureate, Convocation, and other major school events including all related photo calls, videography, etc.
• Writes occasional copy.

Knowledge, Skills, and Abilities:
• Demonstrated proficiency as a versatile photographer and, if possible, videographer in an organizational setting (or as an established freelancer for organizations), with a representative portfolio that includes both disciplines.
• Demonstrated ability to plan, envision, shoot, edit, and produce photography and, if possible, topical videos for the purpose of populating website, social media, and other institutional communications publications and portals in order to achieve various short- and long-term institutional marketing and communications objectives.
• Proficiency using Adobe Photoshop, in addition to familiarity with the Apple/Mac platform.
• High degree of proficiency with web content management systems and aptitude for learning and maximizing various web applications. Proficiency with the Adobe suite highly desirable.
• Experience with Portfolio or similar photography archival sites/software.
• Highly organized, disciplined, punctual, and self-motivated with the ability to meet competing deadlines while maintaining composure.
• Experience managing and adhering to a budget.
• Ability to write basic copy on an as-needed basis is a plus.

Requirements:
• Bachelor’s degree required, preferably in photography or video production.
• Experience in basic digital print production and, if possible, video production.
• A strong and up-to-date portfolio that shows a range of working knowledge of digital photography including lighting, composition, color quality, and aesthetics.
• Experience with digital image workflow software, preferably Photoshop.