

Multimedia Manager

Status: Exempt	Salary: Based upon Experience	Created: 12.2022
Hours: Flexible Schedule based upon events. Some weekends and evenings are required for events. M-F 8-5 when no events		Updated: 1.2024

Overview: The Multimedia Manager is responsible for conceptions, creation and execution of the National Cowboy & Western Heritage Museum's video and photography. This individual is experienced in the creation, development and execution of video media best practices and can conceive of and deliver innovative video and photography that will convey a message to a global audience to elevate and extend the Museum's brand and increase sales. The successful candidate will have studio experience with product photography and editing for online retail as well as the ability to capture and edit videos and photos for use on social platforms and the Museum website. This position needs a strong, self-directed individual who is adept at fostering successful working relationships with executives, internal teams and external vendors.

Additional Responsibilities:

- Works with Digital Marketing to create compelling videos and photography to support the social media efforts of the Museum and Persimmon Hill to increase engagement and purchases.
- Leads content development strategy with stories consistent with the Museum's brand image to increase brand awareness and engagement.
- Produces product photography for Persimmon Hill, as well as event and other photography needs.
- Manages the Museum's video platforms.
- The candidate must be able to create a content strategy to include researching and accumulating relevant content, as well as scripting and editing the video product.
- Must be self-directed and capable of conceptualizing, recording, editing and posting video.
- Other related duties and responsibilities as assigned.

Qualifications

- **Experience Requirements:**
 - 5+ years of video production experience, 10+ years preferred.
 - 2+ years of studio experience with product photography and editing for online retail as well as the ability to capture and edit videos and photos for use on social platforms and the Museum website.
- **Education Requirements**
 - Bachelor's degree in relevant field, video production certification or equivalent work experience.
- **Skill Requirements**
 - A talent for storytelling.

- An outgoing personality with the ability to effortlessly interact with and direct individual/teams while making the most efficient use of their time.
- Ability to lead Museum in cutting-edge digital content in tandem with marketing efforts.
- Ability to work with multiple departments and/or stakeholders through creative concept and production processes.
- Previous experience in videography, photography and digital solutions.
- Willingness to work hours outside of a traditional work week (some evenings, weekends and special events) and travel on occasion for some projects.
- Deep understanding of and desire to participate in new technology, including social media.
- Sound technical understanding of current HD video standards, digital media, file formats and compression types.
- Technical knowledge of camera equipment, lighting and audio recording techniques in studio or in field with a fundamental understanding of frame rate, aperture, white balancing, lens types, etc.
- Understand how to identify, film, edit and position a video for multiple social media channels.
- Follow and engage with the Museum's social media channels and team, contributing content and editing expertise as needed.
- Proven project management skills, with an ability to plan and direct multiple creative projects that deliver the highest caliber work on time and on budget.
- Basic Web development skills

How to Apply:

Email your resume, samples of photography and videos to HR@nationalcowboymuseum.org . Also include your salary expectations in your email.

Please put *Multimedia Manager* in the Subject Line of the email.