

Updated: March 29, 2022
Position Title: Videographer and Multimedia Strategist
Staff Group: Communications, Office of Outreach and Public Witness
Reports To: Senior Digital and Marketing Manager
Location: Open*
Grade: 11, full-time with benefits

Purpose

To translate the mission, priorities, and values of the Unitarian Universalist Association and the broader Unitarian Universalist faith into compelling multimedia content, with particular emphasis on video production. To work alongside a dedicated team to envision and create content for national audiences aligned with UUA organizational priorities, social justice activism, and UU values. UUA social justice priorities include voting rights, climate justice, combatting criminalization, LGBTQ and gender equity, and racial justice. The work is done in an institutional environment that prioritizes dismantling white supremacy culture within ourselves, our congregations and institutions, and in the wider world.

Principal Responsibilities

1. Creates compelling video and other digital content that articulates UUA institutional priorities and Unitarian Universalist faith values; is a multimedia storyteller at the intersection of faith, justice, politics, and spirituality.
2. Independently shapes video story ideas and make recommendations to the team; contributes to regular editorial brainstorming; tracks video metrics for target audiences as part of team analytics assessment.
3. Collaborates with UUA Communications staff, Office of the President, and *UU World* magazine to produce video stories in alignment with communications strategy and organizational priorities; work includes video production at the annual conference, General Assembly.
4. Leads video production and serves as a project manager on self-directed work or as a team collaborator on larger institutional projects, delivering on-time and on-budget.
5. Produces and manages an editorial calendar of video and other multimedia content.
6. Develops pre-production shot lists and storyboards, centering LGBTQ+ & BIPOC voices in story frameworks.
7. Responsible for video, audio, and lighting equipment setup and operation; directs on-location shoots, conducts interviews, records voice overs, and captures b-roll.
8. Edits video efficiently and effectively; captions and exports video files in required formats in alignment with best practices for accessibility.
9. Manages existing public-facing video assets via YouTube and Vimeo; develops and maintains a digital archive of content for institutional use.
10. Creates and/or consults on animated graphics for social, email, and web platforms, video clips, audio and podcasts, and other digital elements, including repurposing text-based content into dynamic digital content.
11. Stays abreast of trends in video and animation, digital engagement, and online ministry, seeking opportunities to innovate within the existing team structure.
12. Additional collaboration with other staff teams to make recommendations as needed, including committee participation; develops and manages relationships with external vendors as needed.
13. Performs other duties as requested by supervisor, the Director of Communications, the Executive Vice President, or the President.

Qualifications

This is a Grade 11 position (expected hiring range \$57,300 to 62,000 depending on experience). Note that qualifications may be met as a result of lived experience, volunteer work, professional experience, and/or formal or informal training. Requirements include:

- Bachelor's degree, certificate, or equivalent experience in communications, digital media, art, journalism, or a related field.
- 5+ years' professional experience in a videographer or digital content role, or equivalent experience. An online portfolio of previous projects or other content examples is required for application.
- Expert knowledge of audio/video editing hardware (Apple preferable) and software. Excellent knowledge of Adobe Creative Suite Adobe Premiere Pro is required; expert knowledge of Media Encoder and After Effects are a plus.
- Strong understanding of editing workflows and file structure.
- Proficiency operating and maintaining professional-level video, lighting, and audio equipment in the field and in studio environments.

- Robust and thorough understanding of the principles of videography, the production process, motion graphics design, and video editing and techniques; familiarity with calendaring systems such as Trello a plus.
- Proficiency in Microsoft Office applications (Outlook, PowerPoint, and Word); experience with Google Suite a plus.
- Exceptional project coordination skills; comfortable receiving ongoing feedback in a collaborative work environment.
- Experience with public relations environments and/or creating journalistic or magazine content; experience creating content for multi-channel communications.
- Enthusiasm for ongoing learning and skill building in the communications sector.
- A heart for storytelling and a commitment to intersectional justice.
- Work or lived experience with communities of color, Indigenous peoples, and faith-based campaigns or organizations is of particular value.
- Eagerness to work in an organization in which the dismantling of white supremacy culture is a high priority.
- Regular travel to the UUA's Boston headquarters offices expected, including the ability to travel as needed, especially to the UUA's annual General Assembly each June.

* This is a remote, work-from-home position. Location is open in the continental United States. You should have easy access to a major airport due to the travel requirements of this position.

How to Apply

People with disabilities, people of color, Indigenous people, Hispanic/Latinx, and LGBTQ candidates are encouraged to apply. The UUA is committed to developing a diverse and talented staff team. If you are excited about this role, but are unsure whether you meet all of the requirements, we encourage you to inquire and/or apply. Send a link to your portfolio, along with a cover letter and résumé—indicating “Videographer and Multimedia Strategist” in the subject line—via e-mail to careers@uua.org, via fax to (617) 948-6467, or to Human Resources, UUA, 24 Farnsworth Street, Boston, MA 02210. E-mail submissions preferred.

About the UUA

The Unitarian Universalist Association is a progressive religious denomination with headquarters offices in Boston's waterfront Fort Point Innovation District. Our faith community of more than 1,000 self-governing congregations brings to the world a vision of religious freedom, tolerance, and social justice. Our normal workweek is 35 hours, we pay 80% contribution towards health insurance premiums, 10% towards retirement (after one year), and have generous paid time-off policies. We are a great place to work and we value diversity. The UUA is an Equal Opportunity Employer and is committed to the full inclusion of all. As part of this commitment, the UUA will ensure that applicants and staff with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Office of Human Resources at (617) 948-4648 or humanresources@uua.org. For more information on the UUA, visit us online at UUA.org and uworld.org.

Support for the Mission and Values of the Association

The Unitarian Universalist Association is a progressive and historic religious denomination. While it is not generally required or expected that an applicant/employee identify as a Unitarian Universalist (UU) or be a member of a UU congregation in order to work at the UUA, all UUA staff members are expected to perform their job duties in accordance with the UUA's values, principles and mission. In particular the following points, drawn from the Seven UU Principles, are of particular importance for the UUA's work environment and staff culture:

- The inherent worth and dignity of every human being: We affirm the need for a human-centered workplace that allows our diverse staff to flourish. We also understand that our wider culture and society oppresses and denies human dignity, and we seek to counter the effects of that oppression in our hiring and workplace culture so that each person feels whole and valued.
- Justice, equity and compassion in human relations, and the goal of world community with peace, liberty and justice for all: We speak openly and publicly of our support for social and political issues, including LGBTQ equity, racial justice, climate justice, gender equity, and reproductive justice.
- The interdependent web of existence: We recognize that the liberation of all people is interwoven, and we work to counter patriarchy, white supremacy, colonialism, homophobia, transphobia, ableism, environmental exploitation, and other interrelated systems of marginalization.