



LIFE PACIFIC COLLEGE

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Marketing Assistant / Videographer

DEPARTMENT 155 – Marketing	STATUS FT	CLASSIFICATION Non-Exempt	RANK Manager II	DATE LAST UPDATED January 2018
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PURPOSE

The marketing assistant and videographer is an entry level position responsible for creating, managing, and delivering LPC promotional videos that represent the brand of LPC, ensuring consistent institutional messages among all programs

GENERAL DESCRIPTION

He/she will report to the VP of Enrollment and work closely with Marketing and Advancement departments and to support effective messaging of LPC through video on multiple platforms.

ESSENTIAL DUTIES

Responsibilities include, but are not limited to, the following:

- Articulate and model the mission, vision, and values of the college as a historic Christian institution
- Support the Office of Admissions and marketing plans
- Utilize creativity and story-telling for recruitment and advancement purposes
- Adhere to specifications, due dates, and timelines for all projects
- Keep accurate detailed notes to identify subjects and manage video release forms
- Work flexible hours, some evenings and weekends as needed; minimal travel
- Work efficiently and collaboratively with the Marketing Coordinator
- Maintain favorable public relations with departments, students, and constituents
- Adapt video for social media platforms
- Post video and photography content to website and social media
- Manage projects with efficiency and consistent communication
- Writing, directing, and copyediting for video and marketing campaigns
- Proactively update existing video with dates and content
- Assist with marketing including but not limited to social media and public events

MINIMUM REQUIREMENTS

- BA degree, experience in Digital Media, Interactive Arts and Media. Marketing or related field; 1-3 years of experience
- Knowledge of Social Media Outlets, Marketing and Strategies, Adobe
- Proficient in Editing Software: Premiere Pro, After Effects, Audition, Creative Suite: InDesign, Illustrator, Photoshop, and Hoot suite, Excel, WordPress
- Project Management experience
- Must be able to comprehend and carry out complex instructions and procedures and to communicate the same in a user-friendly manner in correspondence
- Self-motivated and able to work well independently or within a team setting
- Must be able to sign the College's Statement of Faith

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee and is subject to change and revision when necessary.