



DEPARTMENT: Public Relations & Development

JOB LEVEL: 6

STATUS: Non-exempt

ORGANIZATION RELATIONSHIP:

Reports to: Manager of Graphic Design

OVERVIEW:

Under direction of the Manager of Graphic Design, the Videographer & Graphic Designer works to capture the life and events of GBPL. This includes planning, filming and editing video and audio content for web, social media and other channels. Additionally, this position designs, prepares and provides promotional materials, informational signage, and web design and management, as well as takes photos of library events and programs as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Records video and audio content for various library-wide events and special programs
- Creatively edits video content to capture and tell “the story”
- Creates engaging and innovative imagery using video, audio, and computer software to communicate ideas that inspire, inform and captivate library users
- Develops video and audio content to promote the GBPL brand
- Responds to and completes audiovisual/graphics requests for other departments
- Operates and maintains proper levels and calibration of cameras, audio and video recorders, and other production equipment
- Designs and produces ads, brochures, signs, posters, flyers, displays, program props, and other multimedia content as requested
- Photographs library programs, exhibits and special events and edits and posts to selected communication channels
- Participates, contributes and works collaboratively with the PRAD team in conceptual development meetings for library-wide projects
- Works with other library staff, as necessary, to complete graphics requests and projects
- Drives to branch locations or other library sponsored events, as needed, to transport camera equipment and record video or audio content
- Participates in staff meetings, continuing education and training and other meetings, as required
- Maintains awareness of societal fads, trends, and news, making appropriate referrals to best serve the the library’s diverse constituencies
- Updates and collaborates with Manager on projects and potential problems, making suggestions for improvements as necessary
- Maintains confidentiality and high ethical standards
- Embodies and inspires a positive attitude, in support of the library’s mission, goal and values
- Other library-related duties as assigned

DECISION MAKING:

- Solves practical problems dealing with graphics requests from other staff with the ability to think “outside the box”
- Looks beyond things accepted as a “given” to suggest creative alternate approaches for assignments and projects



**REQUIRED EDUCATION/EXPERIENCE:**

College degree in a Graphic Arts field or equivalent college coursework with hands-on experience in video recording, video editing and photography in the graphics field.

**KNOWLEDGE/SKILLS/ABILITIES:**

- Ability to capture clear, professional quality video and audio content
- End-to-end video production experience as well as knowledge of animation or motion graphics
- Strong knowledge of video production equipment and software
- Must be imaginative and creative with a passionate interest in video and graphics work and a commitment to a strong personal work ethic
- Knowledge of professional video editing and post-production procedures and techniques in order to effectively capture and tell “the story”
- Ability to work in a fast-paced, deadline-oriented environment
- Ability to “self-learn” new technologies and adapt to changing technology and to work in a variety of media
- Flexibility, enthusiasm, resilience and the willingness to embrace change and adapt to shifting priorities
- Experience and skill with computer graphics software such as Acrobat Pro, Illustrator, Photoshop, In Design, Premier and After Effects
- Keen eye for detail, accuracy, beauty, as well as a critical mind
- Experience with social video and content marketing
- Working knowledge of graphics design principles, techniques and methodologies and the ability to apply them
- Working knowledge of design fundamentals such as color theory, typography and composition
- Must be able to work independently and collaboratively with others
- Must be a self-starter with a high level of motivation, commitment and dedication to take a project from the beginning to the end
- Superb interpersonal and verbal/written communication skills to effectively communicate, build relationships and work collaboratively with others
- Must be comfortable interacting with the public when necessary
- Ability to communicate effectively both in person and in writing
- Must be able to prioritize and manage time efficiently and effectively with the ability to multi-task and manage several short and long term creative projects simultaneously
- Must have a pleasant and courteous manner in dealing with staff and public
- Valid Illinois driver’s license and the ability to drive a vehicle

**TOOLS/EQUIPMENT:**

- Ability to use the following: computer mouse and keyboard, computer, smartphone, DSLR camera for photo and video, flash, audio recording equipment, filming equipment, printers, copy machines, laminator, designing tools, staple guns, knives, scissors, inks, paints, solvents, glues and fabrics.
- Ability to use computer software: Acrobat Pro, Illustrator, Photoshop, InDesign, Premier and After Effects.



PHYSICAL DEMANDS/WORK ENVIRONMENT:

- Must be able to hear, comprehend and respond to the staff and vendors both in person and in telephone conversations
- Must be able to discern colors
- Must have visual ability to see computer screen, read text, and see controls on equipment
- Must be able to manipulate keyboard and designing tools
- Must be able to lift and carry objects weighing up to 40 pounds
- Must be able to walk distances of more than 100 feet within the building
- Must be able to work on a ladder
- Must be able to push a cart on wheels carrying display items
- Must be able to stand or sit for extended periods of time during work hours
- Must be able to bend and stoop while working with equipment
- Must be able to work scheduled hours and meet general attendance requirements
- Must be flexible with time/work commitments and occasionally be available to work evenings or weekends based on library programs and events

\* The scope of the job may change as necessitated by the library's operational demands

