

POSITION DESCRIPTION

Visit Salt Lake



SALT LAKE

Job Title: Video Production Specialist
FLSA: Full-time, Exempt
Reports to: Director of Creative & Content Services
Department: Marketing

Primary Responsibilities

Maintains and operates the Visit Salt Lake Media Center. Expertly utilizes the video production platform, including cameras, lighting, and audio system to create new video assets. Assists in organizing and filming each project, both in studio and on location.

Job Duties

- **Video Production:** Help other team members in organizing shoots for various video projects, from concepting, to creating scripts, to sourcing locations, to scheduling.
- **Direction:** Assist in direction of cast and crew in recording video content, either in-studio or on-location.
- **Content Quality:** Work with other team members to ensure that video is captured correctly, per script and concept.
- **Streaming Video:** Assist in producing streaming video projects.
- **Equipment/Set:** Maintain video/audio equipment and media center set to ensure proper functionality during production.
- **Teleprompter:** Set-up/utilize/direct teleprompter-driven shoots with talent as needed.
- **Post-production:** Edit interviews, testimonials, promo videos, meetings, b-roll, presentations, and other content. Edit to polished, professional finished output, following brand guidelines.
- **Video Quality:** Ensure video and audio final output meets company standards.
- **Delivery:** Ensure final video files are delivered to end users effectively, whether through platform like YouTube or Vimeo, or through digital delivery means such as SharePoint, Google Drive, etc.
- **Digital Storage:** Create and maintain media project folder structure, file naming, and archiving conventions to company standards.
- **Other Assistance:** Assist productions in other key roles as needed, either in-studio or on-location.
- Other duties as assigned.

Working Relationships

Reports directly to the Director of Creative & Content Services. Works closely with Visit Salt Lake staff, especially the marketing and public relations departments. Also works with Visit Salt Lake clients as well as tourism and meeting industry peers and partners.

Qualifications

- Degree in media production or related field of study.
- 1-3 years' professional experience in the field of video production.
- Experience using video switchers, audio boards, and teleprompter systems.
- Experience using audio and video recording equipment (mics, HD cameras, lighting).
- Advanced knowledge and experience using audio, video, and photo editing software (Adobe Premiere, Adobe Audition, Photoshop), DEMO REEL OR PORTFOLIO REQUIRED.
- Demonstrate ability to create video in a professional capacity utilizing established brand guidelines.
- Experience filming video content in a studio and on location.
- Possess excellent communication skills; written, oral, and grammatical.
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple responsibilities within a specific time frame.
- Must be able to work evenings, weekends, and holidays based on client and office demands.
- Good working knowledge of Microsoft Office programs, Social Media Platforms, and general office equipment.

Benefits Package:

Insurance: medical, dental, life, long term disability. 401(k) plan, Vacation, Sick, and major holidays PTO.

Application: Submit cover letter, resume and salary history/requirement to: Kelly Ware:
kware@visitsaltlake.com

Final candidates will be subject to a background and reference check. E/O/E