Video & Technology Assistant

Service Area: Development & Communications
Reports to: Development & Communications Coordinator
FSLA Status: Non-Exempt

Job Summary

Under the direct supervision of the Development & Communications Specialist, this position provides video content and technology support to Walton Options’ programs in Georgia and South Carolina. This position works within the Development and Communications Team (DCT) and with program managers to assist with development and implementation of the Walton Options’ accessible video content for purposes of outreach, marketing and public relations for all three offices. Additionally, this position provides support for communications technology for all programs include virtual meetings, trainings, and webinars.

The Video & Technology Assistant will be responsible for the creation and distribution of video to be published on Walton Options’ digital channels (social media, website, email marketing, and other digital platforms).

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Supporting the Development & Communications Team (DCT) and other WOIL programs, including but not limited to:

Social Media Video Content
- Utilizing guidelines and guidance of the Development & Communications Specialist (DCS) or Program Managers to administrate the creation and publishing of relevant, original high quality, accessible video content across all active WOIL social media platforms including Facebook, Twitter, Instagram, & LinkedIn.
- Support DCT campaigns and story-telling projects video needs for various departments across WOIL
- Meet weekly and monthly deadlines for video content creation and scheduling.
- Work with DCT to identify, develop, and implement new video ideas and campaigns to boost interactions and outreach across all platforms.
- Work with DCT to integrate all channels of online content for cohesive messaging (social media, content, email, and digital marketing/outreach)
- Stay up to date with the latest trends in social media video and audience engagement through research and webinar opportunities.
- Make all video content fully accessible including captions and audio descriptions.
- Capture and create videos relating to Walton Options outreach events. Specific events to be coordinated with DCT and program managers.
- Work with DCT to develop public engagement strategies to increase stakeholder involvement.
Website & Online Assistance

- Utilizing guidelines and guidance of the DCS or Program Managers to assist with creating and updating accessible video content on the website including but not limited to news items, service/programs content, outreach videos, and events highlights.
- Assist with WOIL e-newsletter video content creation.
- Research new opportunities for video content on the WOIL website

Technology Platform Support

- Work with the DCT and program directors to utilize the best platforms for online support of programs & services including Zoom, Google Drive, Go To Meeting, Microsoft Teams, etc.
- Support WOIL staff in planning, delivering and evaluating programs & services using technology.
- Expand the use of new communication applications for the website, such as webcasts, podcasts, and social media.

Additional assistance

- Support the DCT when needed for outreach opportunities including internal and external events.
- Support DCT networking opportunities through scheduling, participation or follow up

Competencies

- Experience in producing, editing, and filming videos to be used across various platforms
- Keen eye and passion for interactive, multimedia storytelling
- Strong multimedia writing skills.
- Must be detail-oriented and maintain high levels of quality control for various elements during productions, editing, and final delivery of content.
- Ability to meet ongoing deadlines.
- Easily embrace new production technologies.
- Demonstrate effective communication skills and have the ability to interact with the public and management team in a positive, courteous, and professional manner.
- Ability to read and understand technical materials
- Communication Proficiency
- Knowledge of Social Media (Facebook, Twitter, Instagram, YouTube).
- Basic computer skills including Microsoft Office
- Thoroughness.
- Collaboration Skills.
- Ability to exercise good independent judgment
- Flexibility.
- Ability to interpret data.
- Strong organizational and time management skills.
- Strong philosophical adherence to equality and inclusion.

Required Education and Experience

- Social Media video experience including Facebook, Twitter, Instagram, and YouTube
- Video content knowledge including creating, editing, captioning, and sharing video content
- Technology Platform knowledge: Zoom, MS Teams, Go To Meeting, etc.

**Preferred Education and Experience**
- Post High School education – Associate’s Degree, Technical Degree, Certificate or Bachelor’s Degree
- Two years of related experience ideally in video content & editing and human advocacy
- Digital Program knowledge: HootSuite (or similar), Mail Chimp, Survey Monkey, LinkedIn, etc.
- Design program knowledge: Canva (or similar), Photoshop, etc

**Supervisory Responsibility**
This position has no supervisory responsibilities.

**Work Environment**
This is a telework position which will require on-site work some of the time. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

**Travel**
This position requires frequent travel

**Physical Demands**
This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets, and bend or stand as necessary.

**Additional Eligibility Qualifications**
None required for this position.

**Work Authorization/Security Clearance**

**Other Duties as Assigned**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Persons with disabilities are encourage to apply. Accommodations for applicants available quickly upon request.

**Resumes should be submitted to jobs@waltonoptions.org for consideration.**