



1400 W Mars Hill Rd, Flagstaff, AZ 86001-4499 | USA
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POSITION DESCRIPTION

MEDIA PRODUCTION SPECIALIST

The Media Production Specialist is a full-time role that is involved in all aspects of video and audio production at Lowell Observatory. This position reports to the Marketing Manager. The main purpose of this role is to be our team's media storyteller by planning, creating, editing, and overseeing branded and engaging multimedia projects for a wide variety of distribution channels.

The ideal Media Production Specialist will leverage Lowell Observatory as a leader in astronomy and planetary sciences, as well as a major tourist destination. Lowell Observatory's videography and audio-based projects include but are not limited to external video advertising, YouTube programming, social media videos, the 2022 Star Stuff Podcast, and on-site videography for education programs and visitor experience.

The primary functions of this role include:

- Videography (interviews, advertisements, events)
- Live streaming (using OBS)
- Podcast Editing (Adobe Audition)
- Social Media Videos (TikTok, Instagram, YouTube)
- Produced Video Projects/Series

RESPONSIBILITIES

Plan, record, and edit video and audio content using your strong technical skills and experience in OBS Studio, Adobe Premiere Pro, Adobe AfterEffects, and Adobe Audition, among others, to create branded videos that feature interviews, panels, and scientific content for our video series, podcasts, and social media videos.

- Organize and plan for live events, including scheduling, coordination, and set up.
- Operate Open Broadcaster Software (OBS Studio) during live events by skillfully building scenes, manipulating templates, and seamlessly transitioning elements during livestream events. *(Note: Due to the nature of work at the observatory, a majority of our streams are at dusk or late into the evening. Please ensure you have nighttime availability before applying for this position.)*
- Record video as needed during on-campus events, at off-campus observatory locations, and at off-site events, depending on footage needs.
- Work in coordination with other team members to create and distribute media across marcom channels as appropriate according to the marketing plan.
- Capably manage the content calendar by coordinating with the videography participants, understanding video scripts and schedules, ensuring all graphic design elements are completed, and meeting deadlines.
- Record video and edit audio for podcast episodes on a weekly basis for distribution across public channels.
- Brainstorm and produce new ideas for expanding multimedia potential by following new trends, staying up-to-date with new technology, and exploring new platform opportunities.

- Collect videography elements, such as music, voiceover recordings, and graphics. Understand the importance of royalties, copyrights, and high-end design expectations.
- Other duties as assigned.

COMPETENCIES

- **Personal:** Loves science, and astronomy in particular. Curious and open to new ideas, unafraid of the unknown. Thinks on their feet, learns quickly, and accepts critical feedback. Has high standards of work output, is highly organized and has great attention to detail. Takes initiative and anticipates needs.
- **Relational:** Communicates proactively and gives rapid feedback. Values, encourages, and supports diversity and dissenting opinions. Encourages teamwork and group achievement. Able to roll with sudden changes and maintain a sense of humor. Values transparent communication, trust among coworkers, and an atmosphere of friendly teamwork.
- **Professional:** Proven skills in producing high-quality videography and audio on a variety of marketing outputs. Stays current in best practices for videography technology and tactics for various platforms. Strong organizational skills in managing hard and fast deadlines. Possesses impeccable skills in both videography and sound editing. Is, above all, a creative storyteller with an eye for detail who is not afraid to take chances to tell an impactful story in a meaningful way.
- **Technical:** Proficiency in OBS Studio, Adobe Premiere Pro, Adobe AfterEffects, and Adobe Audition, among other software programs. Experience in operating technical equipment used for videography and audio recording management (cameras, microphones, audio input/output, etc.). Familiarity with social streaming platforms, including YouTube, Facebook, Instagram, Twitch, TikTok, and Restream. Experience in WordPress is a plus.

EXPERIENCE AND EDUCATION

- **Education:** Bachelor's degree with an emphasis in film production, or equivalent experience, is required.
- **Experience:** 3-5 years of videography production experience required. Experience producing motion graphics is a plus. Portfolio with at least five varying videography/audio samples are required as a part of this application.
- **Science:** No prior knowledge of astronomy is required, but an eagerness to be a part of our mission to share the universe with the public is a plus.

WORKING CONDITIONS

- **Conditions:** Working at a computer for extended periods. Frequent movement throughout campus, often over uneven terrain and in inclement weather. This is not primarily a telework role; however, working from home is often possible when duties allow. Must be available to work on-site nights and weekends when needed, as most livestream events occur at night.
- **Duties:** Speaking and listening, both in person and via telephone or video conferencing. Ability to lift files, office equipment and audiovisual equipment weighing up to 25 pounds.
- **Travel:** Some local travel required. Ability to drive an automobile or van with a valid driver's license required.
- Lowell Observatory has a Covid-19 Vaccination Mandate currently in effect for staff members. You may find more information about the mandate on the careers page of our website.

Status: Full Time, regular
Compensation: \$22-\$25.25/hr DOE
FLSA Classification: Hourly, Non- Exempt
Benefit Eligible: Yes*
Location: Flagstaff, Lowell Observatory's Mars Hill Campus

To Apply:

Please send the following documents to humanresources@lowell.edu

- Lowell Standard Applications (www.lowell.edu/careers)
- Letter of interest addressing your qualifications
- Resume
- Phone numbers and e-mail addresses of three references

Applications submitted by is February 20th 2022 will receive priority attention. Position open until filled.

*Benefits Overview: In addition to 11 scheduled paid holidays, Lowell Observatory offers a Flexible Paid Time Off policy for all full-time, benefit eligible employees which allows you to determine how much time you need to rest and enjoy yourself outside of work. Paid time off also includes paid Parental and FMLA leaves. The cost of premiums for medical, life & long term disability insurances for benefit eligible employees is 100% paid by the company, and includes a contribution to either an H.S.A or HRA account for first dollar medical expenses. Up to a 5% match on retirement contributions after 6 months of employment and funds in lifestyle spending account provided by the observatory.

Employment is subject to passing a background check

Lowell Observatory is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. Lowell Observatory has always been, and always will be, committed to diversity and inclusion. We seek individuals from all backgrounds to join our teams, and we encourage our employees to bring their authentic, original, and best selves to work.

Lowell Observatory sits at the base of mountains sacred to tribes throughout the region. We honor their past, present, and future generations, who have lived here for millennia and will forever call this place home.

Lowell Observatory is committed to providing access, and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. Our non-smoking campus is at an elevation of 7,200ft/2200m, and the LDT is 40 miles south of Flagstaff at an elevation of 7,800 ft/2370m. If you need a reasonable accommodation for any part of the application and hiring process, please notify the Human Resources office for assistance.

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