

JOB description

**Job Title**: Media Production Specialist

**Department:** Marketing

**Reports to**: Marketing Manager

**FLSA Status:** Exempt

***Position Summary:***

BPI’s marketing team is seeking an enthusiastic and entrepreneurial-minded professional to help our 5 brands’ digital media presence. As Media Production Specialist, you’ll play a key role in supporting strategic initiatives and championing new innovative ideas as part of a collaborative team.

**Essential Duties and Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned.

**Pre-Production/Project Management:**

* Identifying participants/topics for series based on upcoming schedule.
* Working with key stakeholders to develop scripts for various video projects.
* Scheduling/Preparing participants for their interviews or shoots.
* Ensuring projects meet scheduled release dates and communicating all updates or delays with team well in advance of deadlines.
* Ensuring all pieces of a project are ready for release, including Transcripts, Closed Captions, Post Copy, etc.

**Video Production:**

* Conducting interviews both in-field and in-studio as necessary.
* Working with marketing team on scripted video content from pre-production through delivery.
* Handling setup and shooting in-studio and on-location; including knowledge of lighting, audio, and camera setup.
* Additionally, the person in this role will be expected to perform photography and videography at events as necessary i.e., event recap videos and photo galleries

**Video Post-Production:**

* Editing footage in Premiere Pro.
* Designing Motion Graphics assets in Adobe Illustrator
* Ability to utilize layers to build and animate motion graphics in After Effects
* Working with graphic designer as needed to develop graphics on a project-by-project basis.
* Organize project assets and files into an existing file structure system.
* Complete post-production on various other types of videos as necessary.
* Delivering final products in all formats necessary by deadline dates.

**Media Equipment Management:**

* Research and purchase the best value software and hardware for the media production department to elevate quality and streamline time spent in the production of photo/video content.
* Hardware Inventory and Maintenance
  + Catalog and inventory all major BPI media production equipment to maintain accountability and minimize negative repercussions of loss or damage.
  + Keep record of all media production purchases for use in warranty claims, repair, and/or future resale.
* Decommissioning, Recommissioning, and Resale
  + Maximize the media department’s ROI by selling/repurposing outdated media equipment. If equipment cannot be repurposed or sold, it will be disposed of in accordance with the disposition laws of Georgia.

***Key Responsibilities:***

Collaborates with BPI marketing team to plan and capture assets for use in ongoing video and photo storytelling.

* Actively manages key video projects from initial project development to delivery of finished projects and archiving.
* Collaborates with marketing team to evaluate new project requests, track existing or planned video projects and connect/share video content with other key stakeholders/ teams utilizing video content.
* Shoots, edits, and produces video content and supports the creation of high-quality, visually appealing, and brand-aligned video content to achieve the brands’ strategic goals.
* Provides collaborative guidance to BPI video production partners by advising on project planning (including pre-production logistics, onsite needs when required, post-production elements, etc.).
* Represents BPI team in all interactions and builds relationships with colleagues and collaborators.
* Maintains video production schedules and other shared tools to manage day-to-day video production workflow.
* Provides technical support and ongoing development/maintenance of shared marketing team resources including archival footage, b-roll library, music subscription, content management.
* Creating and managing an internal and external standardized file plan for all photo, video, music and graphic content in a way that is understandable and accessible for the other users of BPI media.

***The Ideal Candidate Will Be:***

* ***Strategic*** – applies strong business acumen and decision-making skills
* ***Creative*** – design, deliver and manage new processes/campaigns to impact the business in a positive manner
* ***Collaborative*** – achieve meaningful progress working with others inside and outside the Marketing department, navigating a fast-paced business environment to build strong relationships
* ***Eager*** – a strong desire to positively impact the business. You are known for your tremendous work ethic, laser focus, passion, and commitment.
* ***Responsible*** – make decisions and independently manage projects. Taking a measured approach, demonstrating grace and grit under pressure.
* ***Organized*** – excellent time and project management skills with the ability to balance multiple demands and thrive in a collaborative environment.

***Experience:***

* Three to Five years of videography and photography experience
* Expertise in Adobe After Effects and Premiere Required
* Proficiency in Adobe Photoshop, Illustrator and Lightroom preferred.
* Field producing and script writing experience preferred.

**Please email portfolio, resume, and a short description of why you are a good fit for the role to media@bpiguns.com**