



Title: Photo/Video Content Creator

Reports to: VP of Marketing and Digital Marketing Manager

FLSA Classification: Exempt

Position Summary

This role requires planning, creation, and design editing skills as part of the Digital Marketing Team. Working directly with the Digital Marketing Manager, you will be responsible for the visual identity and visual content creation, with a focus on photography and videography needed to help promote Memphis as a tourist and meetings destination; you will enhance the online experience on the website, social media and printed materials.

Essential Job Functions

- Photography and videography of experiential, social media, and event videos
- Working alongside the marketing team to set up a content calendar and work on an overall brand video strategy
- Work alongside the social team to create visual assets
- Plan and organize external photography and videography resources where needed on projects
- Assist creatively in the layout of the locations being photographed
- Post-production and editing of all photography and videography
- Uploading creative content and organizing content on the company's website and digital asset management system
- Knowledge and organization of licensing and legal documents and requirements
- Work collaboratively with other team members to ensure a consistent, integrated brand perception and visual identity.
- Drone Experience Preferred

Position Requirements & Qualifications

Education/Experience

- Degree (or similar) in videography, photography, or equivalent experience in the creative or graphic design field.
- Able to deliver high-quality video, photography, and designs
- Post-production and editing of video and photography
- Experience in designing brand content for web, desktop, and mobile
- Proficient in Adobe Photoshop, Illustrator, InDesign, and Premier Pro
- Ability to multitask several creative projects
- Excellent creative skills and a great eye for detail

Working Conditions & Physical Demands

- Typically, the employee may sit comfortably to do the work. However, this position occasionally requires attending trade shows that involve long hours on a convention/trade show floor with little opportunity to rest, and attendance at local social functions required for networking, etc.
- Requires the ability to conduct tours for potential clients.
- Some evening and weekend hours/work is required for this position.

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.

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