

## **PHOTOGRAPHER/VIDEOGRAPHER**

**DISTINGUISHING FEATURES OF THE CLASS:** This position exists at Broome-Tioga BOCES and has responsibility for capturing high quality photos and videos for a wide range of events and programs. The incumbent is responsible for the technical operation of complex video and photographic equipment and provides editing and post-production support. The work is performed under the general supervision of the Manager of Communication and Public Relations with leeway allowed for the use of independent judgement in carrying out the technical activities of the job. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Photographs indoor and outdoor events;  
Videotape's special school activities and events;  
Takes group shots, and portrait shots for employee photos;  
Shoots and edits on location and in-house videos assigned by communications leaders;  
Provides videography support including operating video cameras, capturing high-quality audio, and using motion graphics and visual effects software;  
Develops and pitches story ideas, creatively captures compelling visuals to tell cohesive and engaging stories through photos and videos;  
Acts as a crew/field producer for off-site shoots, setting up and operating field productions;  
Conducts interviews with video subjects to capture authentic and meaningful content;  
Provides creative direction and suggestions for photography and videography to ensure high-quality visuals;  
Edits photos and video quickly and effectively to provide quality shots for printed and electronic communication materials;  
Ensures that equipment for a shoot is present and working properly;  
Creates and edits short videos using a variety of editing software;  
Uploads videos to internal sites and various social media platforms, to share video content with a wider audience;  
Provides video streaming support for events and ceremonies, ensuring smooth execution and delivery of live audio productions;  
Maintains a photo archive to ensure easy retrieval of visual assts;

## **PHOTOGRAPHER/VIDEOGRAPHER-cont' d**

Provides photography and video support for internal stories and publications, capturing visuals that align with the communication goals of Broome-Tioga BOCES;  
Stays updated with the latest trends and best practices in photography and videography and applies them to improve the quality and impact of visual content.  
Performs simple, routine preventative maintenance and repair of photography and videography equipment.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Thorough knowledge of photography/videography methods and techniques;  
Thorough knowledge of the use of Nikon digital cameras, professional video cameras, lenses, lighting equipment, and audio recording equipment, and microphones;  
Thorough knowledge of industry standard editing tools and asset management software;  
Good knowledge of a variety of motion graphics and visual effects software;  
Good knowledge of and experience with social media and other online media platforms;  
Good knowledge of video formats, codes, and delivery platforms to optimize videos for specific platforms and audiences;  
Ability to work under pressure and meet deadlines;  
Ability to communicate effectively both orally and in writing;  
Ability to multitask while showing attention to detail;  
Ability to work well independently as well as with team members;  
Ability to establish and maintain effective working relationships with both professional and non-professional personnel;  
Ability to perform close, detail work involving considerable visual effort and strain;  
Adaptability and creativity to handle challenges and devise innovative ideas to enhance video productions;  
Strong attention to detail.

### **\*MINIMUM QUALIFICATIONS:**

- A) Possession of a Bachelor's Degree in journalism, media arts, photography, communication, public affairs or closely

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related field and two years of experience producing, shooting, and editing high-quality video/photo content; OR

B) Possession of an Associates' Degree in journalism, media arts, photography, communication, public affairs or closely related field and four years of experience producing, shooting, and editing high-quality video/photo content; OR

C) Graduation from high school or possession of an equivalency diploma and six years of experience producing, shooting, and editing high-quality video/photo content; OR

D) An equivalent combination of training and experience as defined by the limits of A), B), and C) above.

**SPECIAL REQUIREMENT:** Depending on the job location and/or department, possession of a valid driver's license to operate a motor vehicle in the State of New York may be required at time of appointment.

**SPECIAL REQUIREMENT:** Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment for the State of Education Department is required.

\*Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.