

DATE POSTED: June 04, 2019
CLOSING DATE: June 07, 2019 – 5:00 P.M.

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Job Announcement

The following full-time position is available in our organization. Interested applicants who meet the Minimum Qualification Requirements must submit an Employment Application form to the Human Resource Office no later than the posted closing date above.

JOB TITLE: VIDEO CONTENT SPECIALIST
DEPARTMENT: MARKETING
LOCATION: GUAM
SALARY LEVEL: 7
STARTING SALARY: \$41,018.00 (negotiable based on experience)
FLSA STATUS: EXEMPT
JOB POSTING #: #7252/#G-51-2019-06

Job Summary:

Video Content Specialist under the guidance and general supervision of the IT&E Marketing Services Manager, creates and leverages interviews, testimonials, demos and other storytelling styles on video format to strengthen emotional connections, engagement levels, and marketing initiatives. The Video Content Specialist will be responsible for the coordination and production of all video content.

Essential Duties and Responsibilities:

The Employee will:

1. Know and uphold the established IT&E Mission, policies and procedures, IT&E and Department objectives, quality assurance and safety programs and standards.
2. Produce and/or direct video content for YouTube and other video platforms.
3. Create a video marketing project plan that aligns with organizational content marketing goals
4. Manage the production of video content (shooting, editing, uploading, optimizing, and adding effects) for use on the organizations video channels.
5. Manage the production (shooting, editing, uploading, adding effects) of promotional video content for use in selling products and services.

6. Coordinate with the content marketing team to distribute videos that support other content efforts
7. Leverage interviews, testimonials, demos, and other storytelling styles to meet the needs of the target audience.
8. Strategically examine available platforms and apps to ensure video content is being widely distributed.
9. Optimize videos for search engines using keyword enriched descriptions and tags
10. Ensure that all visual and multimedia components of a marketing campaign work together to deliver the intended message to the consumer.
11. Ensure that all advertising and other corporate materials/usages maintain corporate identity standards in the appropriate usage and accurate representation of the corporate logo and other corporate brands and identifiers.
12. Cross-train other staff in various aspects of this position to prepare them to fill in as needed and for possible succession.
13. Assist other staff and functional areas in their areas of responsibility, as needed.
14. Perform other related duties or tasks as assigned or required.

Minimum Qualification Requirements:

Education: BA/BS degree in marketing, journalism, communications or related field, or equivalent progressive work experience

Work Experience: three to five years of content development and communication experience in various marketing channels such as developing marketing materials, web content, video content, etc.

Licensure/Certification/Professional Association:

None Required

Special Knowledge, Skills and Abilities:

1. Knowledge of:
 - a. Content Marketing: Demonstrated experience with successful management and execution of a content marketing strategy
 - b. Organization: Demonstrated ability to multitask and meet a variety of deadlines
 - c. Critical Thinking: Ability to identify trends and adjust strategy using analytical and quantitative problem solving.
 - d. Video Production: Demonstrated ability to create compelling visual stories that align with organizational goals.
 - e. Youtube Optimization: Ability to drive traffic to video content from search engines and optimize videos for YouTube search.

2. Skills in:
 - a. Use of personal computers and graphic design software needed for the formulation of advertising artwork
 - b. Preparing written reports, preparing and delivering oral presentations
 - c. Analyzing product and services marketing advertisement needs and determining solutions
 - d. Managing one's own time and the time of others
3. Ability to:
 - a. Develop creative and artistic approaches to communication and information dissemination
 - b. Communicate clearly, concisely and accurately with all levels of staff and customers, both verbally and in writing
 - c. Plan, coordinate, review and correctly modify projects, programs, activities and events to ensure their success
 - d. Perform in a self-directed, hardworking, creative and forward thinking manner

As an Equal Opportunity/Affirmative Action Employer, we afford equal opportunity to all applicants and employees for hire and promotion without regard to race, color, origin, gender, age, marital status, religion, veteran status, gender identity, sexual orientation, pregnancy or disability or genetic information.

IT&E is a Drug Free Workplace