

## UW HEALTH JOB DESCRIPTION

### VIDEOGRAPHER

Job Code: 320014	FLSA Status: Exempt	Mgt. Approval: C. Klann	Date: November 2021
Department: Marketing & Communications		HR Approval: B. Haak	Date: November 2021

### JOB SUMMARY

Under the direction of the Manager of Creative Services, the Videographer is responsible for using storytelling, video, audio, lighting, and editing to create a variety of video work for placements in local, state, regional, national and international outlets and in social media, on websites, at events and on other digital platforms for various UW Health audiences.

The videographer will work closely with the Video Producer. Together, they must be able to work effectively with various Marketing and Communications staff including media specialists, account managers, social media specialists, photographers, motion graphics and graphic design staff. They will consult with UW Health experts and staff, leadership and patients and families to develop project plans that include creative direction and a detailed schedule. The Videographer has project management responsibilities and works under tight deadlines to independently complete assignments.

The Videographer is expected to work under minimal supervision and has appreciable latitude for actions and decisions. The incumbent consults with and advises colleagues on video production, storytelling and equipment set-up and purchasing.

### MAJOR RESPONSIBILITIES

1. Works closely with the Video Producer to light, shoot video, record audio, edit and produce a wide variety of video work for a broad range of needs, including but not limited to, media, social media, marketing, philanthropy, corporate communications and events.
2. Creates video graphic solutions that follow the UW Health brand standards, including brand voice and design style. Designs should have a strong sense of typography, composition, timing, audio and visual balance.
3. Selects stock graphics, photography, videography and music that enhance messaging.
4. Recommends production techniques to enhance project goals and suggests alternative solutions that may save time or money without affecting quality.
5. Consults with Video Producer, media specialists, department account managers, UW Health clients to recommend approaches that achieve client goals, while completing projects within required timeframes.
6. Plans, organizes and manages project tasks as assigned, using web-based project management system.
7. Participates in continuing education and training to stay up to date with editing and health care industry trends. Shows initiative in recommending or seeking out improved editing techniques, software and equipment.
8. Works together with IS to maintain equipment and software needs
9. Attend and shoot video at news conferences, briefings, special events and meetings, as needed.
10. Maintains accurate HIPAA compliance records for all video projects.
11. Serves as a subject matter expert by consulting with colleagues about equipment, editing and video storytelling.

**ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.**

### JOB REQUIREMENTS

Education	Minimum	Associate degree in Visual Communications or related field
	Preferred	Bachelor's degree in Communications, Journalism or related field Other coursework or experience in multi-media graphics
Work Experience	Minimum	Two (2) years as working as a Videographer
	Preferred	Five (5) years as working as a Videographer Health care experience and familiarity with higher education a plus
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Excellent video production skills with a portfolio that represents a cross-section of skills in editing, design graphics that emphasizes high-quality, engaging work</li> <li>• Highly proficient using video camera, lighting, and audio equipment</li> <li>• Highly proficient using video editing and graphics software (Avid, Adobe Creative Suite, Vegas)</li> <li>• Ability to maintain equipment and recommend repairs and new purchases</li> <li>• Ability to handle multiple projects and competing deadlines</li> <li>• Ability to recognize how to tell a story visually</li> <li>• Excellent customer service and ability to deal effectively with diverse clients</li> </ul>

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	<ul style="list-style-type: none"> <li>Ability to function effectively as a member of teams</li> <li>Ability to recognize potentially sensitive or problematic issues</li> <li>Ability to learn computer and application skills as applicable to role</li> <li>Ability to interact with and work around people</li> <li>Ability to make judgments in demanding situations</li> <li>Ability to react to frequent changes in duties and volume of work</li> <li>Effective communication skills</li> <li>Ability to listen empathetically</li> <li>Ability to logically organize details</li> <li>Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish</li> <li>Ability to manage multiple concurrent activities</li> </ul>			
<b>PHYSICAL REQUIREMENTS</b>				
<b>Indicate the appropriate physical requirements of this job in the course of a shift.</b> <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>				
<b>Physical Demand Level</b>		<b>Occasional</b> Up to 33% of the time	<b>Frequent</b> 34%-66% of the time	<b>Constant</b> 67%-100% of the time
	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
X	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
<b>Other</b> - list any other physical requirements or bona fide occupational qualifications not indicated above:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.