



**POSITION:** Photographer

**DEPARTMENT:** Office of University Marketing

**POSITION SUMMARY:** This position will serve as a vital member of the university marketing team. The photographer leads the institution in photo creative storyboarding and is principally responsible for equipment, planning, production, post-production, and completion of deliverables. The role requires a sharp mind with a keen eye for detail and photography that ensures the alignment of the target market, best practices for channel distribution, and brand platform. Additionally, this position blends photography skills in delivering/maintaining a best-in-class higher education visual identity.

## **RESPONSIBILITIES**

- Serve as the primary photographer and perform artistic, creative, and skilled photographic work to capture and reproduce photographic images reflecting the full range of activities at North Greenville University. Assist in marketing efforts to promote photographic services throughout the University and for use by the news media
- Provide compelling, aesthetic deliverables that can evoke emotional buy-in through photography
- Provide color balancing, color replacement, creating clipping paths, and Photoshop/Lightroom image manipulation
- Collaborate with the Director of University Marketing, team members, and various internal clients from conception to completion with lighting sets, shooting photography, storyboarding, and determining content coverage in support of completing university projects on time and within the scope
- Provide quality photographic services to the University community, news media, and other communications offices as appropriate to help meet their needs for photographic support of news releases and other informational materials
- Deploy a wide range of photography capabilities to include live-action, interior, and scenery shooting
- Plans photograph composition, analyzes the subject material, and selects the angle, lighting, and background to enhance desired or eliminate unwanted features to produce the most aesthetically compelling and informative photograph
- Maintain an extensive and current online photo database of quality stock photographic images representing all aspects of life on the North Greenville University campus, including but not limited to campus locations, buildings, faculty, staff, students, and alumni
- Provides appropriate photography to national media as directed



- Operates and maintains a wide range of camera equipment, regularly employing the use of diverse techniques and specialized expertise to photograph
- Budgets time and office resources to ensure photographic work is completed efficiently and in a way that reflects University priorities, responding to requests from other campus units
- Coordinates the recruitment and oversight of freelance photographers, as needed
- Serves in a secondary or support role for videography projects as needed.
- Serve as part of a team, take direction well, and be a strong independent contributor
- Self-motivated to develop new skills and passionate about following the latest technology, photo content concepts, and production trends.

## **KNOWLEDGE AND SKILLS REQUIRED**

- Bachelor's degree in a related field of study or at least three years with photography experience
- Strong lighting and photography skills with demonstrated talent for photo composition.
- Excellent color grading skills
- Strong photography and supporting software skills.
- Ability to communicate effectively, both orally and in writing
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community
- Ability to provide technical guidance and leadership to professional personnel in their area of expertise
- Skill in organizing resources and establishing priorities
- Ability to foster a cooperative work environment
- Ability to develop and maintain documents using various electronic media
- Be flexible to work around events scheduled during the day, evenings, and weekends
- Must have excellent time management skills and the ability to meet deadlines
- Ability to self-motivate with little to no supervision
- Willingness to acquire additional technical skillsets to meet the needs of new and expanding strategic initiatives; exhibit a never-ending desire to learn how things work
- Clearly articulate choices and understanding of projects when presenting work to colleagues; take direction and criticism well, and are willing to work in a collaborative environment, yet take initiative when working on projects
- Supports NGU's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models
- Active in a biblically faithful, evangelical church, preferably one affiliated with the Southern Baptist Convention
- Awareness of and appreciation for the work of the Southern Baptist Convention and Baptist state conventions



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## **PHYSICAL REQUIREMENTS**

- Visual Abilities: Read reports, create presentations, and use a computer system
- Hearing: Hear well enough to communicate with co-workers, vendors, and students
- Dexterity: Grasping, feeling, Writing, typing, and using the telephone, copier, and computer systems
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly
- Lifting, pulling, pushing: Exert up to 50 pounds of force occasionally and/or up-to 20 pounds of force frequently and/or up-to 10 pounds of force constantly to move objects
- Cognitive/Emotional: Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time

## **WORKING RELATIONSHIPS**

This position is a full-time salary position. The photographer is expected to closely collaborate with the institution's marketing, admission, alumni, and advancement engagement teams. The photographer reports to the Director of University Marketing. The responsibilities make it necessary to work in person and on location with other team members.

## **WORK SCHEDULE**

The Office of University Marketing is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday, 8:30 a.m. – 12:00 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays, Sundays, and evenings will be required.

## **TRAVEL**

Some travel will be required.

This job description in no way states or implies that these are the only duties to be performed by the employee. In addition, the employee will be required to follow any other instructions and perform any other duties as requested by their supervisor.