

Active Learning

Social Media Coordinator: Photographer & Videographer

Compensation: \$20-\$25 per hour

Benefits: Flexible Schedule

Hours: 10-20 hours per week



ACTIVE LEARNING

SUMMARY

The social media coordinator (SMC) will be responsible for producing high-quality visual content for our various social media platforms. Your primary focus will be on capturing engaging photographs and videos that align with our brand's aesthetic and storytelling goals. As the SMC, you will play a crucial role in documenting the daily experiences and achievements of students in a creative and engaging manner.

ESSENTIAL FUNCTIONS

- Capture compelling photographs and videos that resonate with our target audience and enhance brand visibility.
- Edit photos and videos to ensure high-quality output, including color correction, cropping, and retouching.
- Collaborate with program coordinators to plan photo shoots that highlight the unique aspects and achievements of students.
- Stay up-to-date with social media trends, tools, and best practices for visual storytelling.
- Work alongside the Fine Arts & Performing Arts Coordinators, as well as Executive Director and Program Manager to help strategize the distribution of Active Learning content to raise awareness of school programs and events, and drive community engagement.
- Create and post content across relevant platforms according to the cadence outlined in the social media calendar.
- Edit and enhance photos to ensure high-quality images that meet the program's standards and objectives.
- Shoot and edit events, performances, galleries, and day-to-day classroom activities on social media channels.
- The SMC will capture an entire performance and or gallery from start to finish and post on Active Learnings YouTube.
- Organize and maintain a comprehensive portfolio of images for promotional and archival purposes.
- Sort and organize content as it is captured with an eye for quality.
- Must attend Active Learning meetings and trainings
- Create highlight videos that capture the most interesting parts of an event or day to day classroom activities.
- The SMC will capture a variety of shots of the same occurrence from different angles, compile them, edit them, and present the Director and PM with the most memorable footage.
- Serve as a role model by demonstrating professionalism.
- Must wear an Active Learning uniform while on duty.

KNOWLEDGE, SKILLS, ABILITIES

- A good knowledge of safety principles and practices.
- Ability to deal tactfully and effectively with employees, school administrators and students.
- Ability to engage in self-evaluation with regard to performance and professional growth.
- Ability to work collaboratively with ED, Program Manager, school site administration and teaching artists.
- Computer proficiency in Google Suite, as well as software applications relevant to area of responsibility.
- Excellent time management skills and ability to prioritize work.
- Ability to be flexible and adapt as needed between in-person work environments.
- Self-directed and able to work independently
- Excellent multitasking and organizational skills
- Strong written and verbal communication skills

REQUIREMENTS

- Proven experience as a photographer, with a portfolio showcasing proficiency in event and portrait photography.

- Strong understanding of digital photography techniques, equipment, and editing software.
- Excellent communication and interpersonal skills, with the ability to work collaboratively in a dynamic environment.
- Knowledge of child safety protocols and regulations related to photography (preferred).
- Must pass a background check.
- TB test clearance to be renewed every 4 years.