

## **Children's Discovery Museum**

### Visual Media Specialist

**Status:** Non-exempt, part-time

**Grade:** T-6 (Technical 1)

**Department:** Marketing

**Supervisor:** Marketing Manager

### **The Opportunity**

At Children's Discovery Museum of San Jose, we strive to inspire creativity, curiosity, and lifelong learning in all the children of our community. We believe that today's children become tomorrow's visionaries. We also know that parents and educators are looking for new and innovative ways to develop the next generation into world-changing leaders. With over 150 interactive exhibits and programs, we are here to make early childhood education a joyous experience. So far, we've welcomed over 9 million visitors since we opened in 1990. Join our team and help us reach the next 9 million.

### **The Team**

Marketing and communications is integral to reaching new audiences and helping them discover all the wonder and learning within our purple walls. The Marketing Team drives the museum's revenue and attendance goals by finding and connecting with new and diverse consumers who can benefit from coming to the museum.

As part of the Marketing Team, the Visual Media Specialist role involves production of visual media content, from photography and videography to graphic design. The Marketing Team also supports fundraising, including creative and logistical help for the museum's annual fundraising gala.

### **The Role**

The Visual Media Specialist will create fun, engaging, and creative media that plays a major role in the Marketing Team's efforts to build community, drive audience, and brand the museum as a leader in interactive learning. This highly artistic role involves a variety of project types, such as stills, video, graphic design, animations, and more for all sorts of platforms. The Visual Media Specialist will support social media content creation, video ads, graphics for event branding, and asset creation for email newsletters.

As a nonprofit, we have big goals and a cozily small team. The Marketing Team provides opportunities for growth as you learn to influence strategy, participate in the growth of the museum's digital marketing program, and play a role in building brand awareness and driving customer acquisition. Occasionally, you'll have to work special events in the evenings and weekends.

### **Your Impact**

In the first few weeks, you will:

- Become deeply familiar with the museum and brand, exhibits, programs, events, goals, and current strategies
- Familiarize yourself with the museum's asset libraries and start getting involved with capturing new media on the museum floor and at special events
- Make connections in other departments!

- Start creating assets for various marketing platforms, such as for social media and email

By month three, you will:

- Have taken ownership of all video projects and start producing original content for web and social media
- Collect new footage of museum programs and events
- Be maintaining the museum's media archival media
- Start creating graphics for event promotion videos

By month six, you will:

- Put your own spin on asset management and become our in-house visual media expert

By month nine, you will:

- Be involved in strategy decisions for how best to create specialized videos for a number of platforms and uses

By year one, you will:

- Be a total pro at producing professional-quality videos for ads, promotions, and thought leadership, creating playful graphics for events, and strategizing about how best to use visual media to draw new audiences to the museum

### **Talents You Bring to the Team**

- You have experience with video production and are knowledgeable about video and audio equipment, like lenses, mics, stabilizers, filters, lighting kits, gimbals, and more.
- You're skilled at visual storytelling and appreciate a good storyboard.
- You have technical mastery using photo and video editing software. We use the Adobe Creative Suite.
- You're highly organized and know how to balance multiple deadline-oriented projects coming at you every which way.
- You're handy with a DSLR camera and enjoy getting that shot juuuuuuuust right.
- You're flexible and can adjust course when new projects or priorities crop up.
- You are an outstanding communicator and know how and when to ask for help.
- You're curious and can take initiative, pushing forward projects and learning lots along the way.
- You love flexing your creative muscles and have a cracking sense of humor!

### **We'll Offer You...**

- Fun projects, new challenges, mentorship opportunities, meaningful feedback, and a chance to grow!
- Ownership of your own projects that impact children, parents, educators, and community stakeholders.
- A body of creative work you can be proud of.
- Health care, professional development and a playful work environment!

### **Our Commitment to Diversity**

Children's Discovery Museum of San Jose is an equal opportunity employer. We do not discriminate based on race, religion, sex, national origin, age, or disability. We believe that diverse experiences, ideas, and perspectives make our museum the best it can be, and we can't wait to see what you bring to our team!

This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by his/her supervisor. Children's Discovery Museum is an at-will, equal opportunity employer.