



Multimedia Content Producer

Job Description

Overview

The Multimedia Content Producer coordinates creative content production (video and audio) for Sterling College's EcoGather Initiative within the Office of Continuing Education. This person will be mainly responsible for coordinating the production of video and audio assets for the purposes of EcoGather course creation with Subject Matter Experts (SMEs), and our five partner communities. This position will be responsible for supporting staff, SMEs, and our five partner communities in capturing audio/video content, editing that content into curricular, storytelling, and promotional materials, and curating and maintaining those video assets. The person in this role will both produce in-house/onsite recordings and direct (contracted) offsite videographers and audio technicians in creating high-quality content for courses, websites, and social media, among other formats and uses.

The Multimedia Content Producer will work closely with the Learning Network Manager and Learning Network Associate, as well as with the Director of Continuing Education Services and the Vice President for Strategic Initiatives. This position reports to the Learning Network Manager.

The Multimedia Content Producer must demonstrate alignment with Sterling's mission of ecological thinking and action and support the College's vision of being an inclusive, anti-racist, anti-bias institution and a community in which people of all backgrounds and identities are welcome, differences are embraced and individuals take responsibility for furthering the dignity and participation of all. In particular, when working on EcoGather, the person in this role must uphold our [EcoGather Story Ethics](#) and [Guiding Principles for Diversity, Equity & Inclusion in Marketing](#).

Responsibilities:

Production

- Support planning for capturing photographic, video, and audio content in Vermont, Kentucky, our five partner communities, and our contracted SMEs as well as through Zoom and Screencast-o-matic.
- Help implement [consistent branding](#) for all of the videos that are produced for the EcoGather Initiative and for other Sterling College programs.
- Work as an intermediary between the Subject Matter Experts and the Learning Network Manager to ensure that video content aligns with the pedagogical and andragogical intentions of the courses being built.
- Maintain consistent filing systems to be used by all team members and collaborators for effective and efficient archiving, editing, and sharing of multimedia content.

Post-production

- Edit content for use in courses, social media, Sterling's website, and other promotional venues.
- Oversee creation of multiple forms of media content for and from different audiences.
- Work with contract video production teams on special projects for Sterling, EcoGather, and/or our various partners.

Other Duties

- Offer workshops, support sessions, and other tutorials for members of Sterling and Ecogather communities on audio/video production, content creation, and storytelling best practices.
- Occasional support of staff and contractors on Sterling's *Emergency to Emergence* podcast as needed.

Required Qualifications

- Bachelor's degree or combination of equivalent experience and education.
- 2-5 years of experience in creative content production.
- Exceptional organization and ability to work under deadlines and at a fast pace.
- Acute awareness and attentiveness to detail.
- Understanding of the production environment and adaptability to change schedules and/or priorities as needed.
- Empathetic approach to work and the needs of others.

Required Skills

Experience working in:

- One or more video production software tools such as Adobe Premiere Pro
- Google Suite
- Mac, Windows, Android, and iOS
- Video and Audio production hardware
- One or more project management tools

Position Details

This is a full-time exempt, at-will position that functions across multiple time zones. It is grant funded under the [EcoGather initiative](#).

While there is a preference for a local or regional candidate who can, from time to time, capture content on our main campus in Craftsbury Common, Vermont, we will entertain applications from candidates outside of easy driving distance who have strong internet connectivity and a record of effective remote work.

A Note About Equipment & Software

At Sterling we have access to some hardware and software for video recording, producing, and editing. Hardware includes GoPro Hero10s (with various accessories), podcasting microphones, computers for editing/rendering content. Software includes: Adobe Professional Suite, Frame.io, Screencast-o-matic, Descript, Canva, Squadcast, and Zoom. We also appreciate that many media production professionals already have equipment and software that they are used to and prefer. If you need to use hardware and software that you would bring to this position, we would negotiate a reasonable rate to compensate for the use of your personal equipment and arrange for coverage under the College's insurance policy.

Application Instructions

The position will remain open until an appointment has been made, but application review will begin on December 6, 2021. Candidates should send the following materials electronically: cover letter, résumé, demonstrated portfolio (submitted as a linked website or folder of exemplars) and contact information for three references. References will not be contacted without candidate permission. Application materials should be addressed and emailed as a single PDF file (other than the portfolio) to Andrew Cochran at acochran@sterlingcollege.edu. Questions about the application process may also be directed to Andrew.

Diversity Statement

Sterling College - its Board of Trustees and Faculty Council - has adopted a detailed ten-year Strategic Initiative, with grant support, that is intended to better promote equity and inclusion across all of its academic programs and in all of the locations

in which they take place. Sterling College acknowledges that the land on which its students, faculty, and staff gather is the traditional and unceded territory of the Abenaki and the Shawnee people.

About Sterling College

Founded in 1958 in Craftsbury Common, Vermont, Sterling College advances ecological thinking and action through affordable experiential learning, preparing knowledgeable, skilled and responsible leaders to face the ecological crises caused by unlimited growth and consumption that threatens the future of the planet. Enrollment in Craftsbury is limited to 125 students. Sterling is home to the School of the New American Farmstead and the Wendell Berry Farming Program, is accredited by the New England Commission of Higher Education and is one of only nine colleges and universities recognized by the U.S. Department of Education as a "Work College."

The College has received national attention for becoming one of the first institutions in the U.S. to divest from fossil fuels. Sterling has been recognized for its sustainability initiatives by Sierra Magazine and has earned a STARS Gold Rating from the Association for the Advancement of Sustainability in Higher Education for five consecutive years.

Sterling College is an equal opportunity employer and will not discriminate against any person on the basis of race, religion, national origin or sex in violation of Title VII. Sterling College prohibits discrimination against employees, applicants for employment and students on the basis of age, color, disability, marital status, national origin, race, religion, sex, sexual orientation, gender identity or expression, or veteran status.