



Multimedia Specialist/ Videographer

Classification: Exempt

Direct Supervisor: Content Marketing Manager

6/5/2019

Job Overview

2 Towns Vision:

We aspire to create craft cider that is accessible to the people, utilizing the most advanced cider making standards, and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew is what makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

The multimedia specialist role is a key member of the content team within the marketing department. Working closely with the content marketing manager, the multimedia specialist will plan and produce visual content for multiple mediums/platforms that tell the 2 Towns Ciderhouse story. The ideal candidate will have a comprehensive knowledge of camera equipment and videography techniques, with strong visual storytelling skills, and a creative mind for developing new content for a wide range of topics. Collaboration, efficiency, and attention to detail are imperative to this position.

Essential Duties and Responsibilities

Content Planning and Development

- Incorporate video storytelling into our marketing strategy by drawing on expertise in multimedia to capture and tell the 2 Towns Ciderhouse story in a professional, creative, and inspiring way
- Collaborate with the marketing crew to develop compelling storylines and strategize content capture opportunities, and make recommendations for the best way to leverage multimedia for maximum impact
- Work with content marketing manager to develop a content capture calendar to coincide with editorial calendar
- Develop and solidify objectives for final content deliverables
- Create video production briefs identifying objectives, target audience insights, goals and messaging

- Suggest additional opportunities to leverage multimedia as a way to communicate core marketing messages
- Adhere to brand standards for multimedia content
- Reuse and repurpose existing multimedia for new projects
- Stay current on digital/social/viral/photographic/video trends and technology.
- Understand the larger brand and digital strategies, and manage time accordingly to meet objectives
- Travel to capture content in a wide variety of settings

Videography (Primary)

- Lead all steps of video capture process, including location scouting, lighting and sound setup, camera operation, and final editing/production to delivery high quality video in a timely fashion
- Shoot, edit and develop multimedia for a variety of project types and communication channels
- Edit together final video deliverables with tools such as Adobe Premiere & After Effects

Photography (Secondary)

- Capture photography when designated at the appropriate media for a project, or as a supplement to the primary video deliverable
- Shoot in RAW and edit photography using Adobe Photoshop & Lightroom

Organization & Maintenance

- Organize raw and final multimedia files following standard protocol, location, and nomenclature for easy locating and access after project completion
- Export optimized multimedia final deliverables for all appropriate formats/channels/resolutions etc.
- Store and maintain all equipment according to best practices and company protocol

Additional Marketing Duties

- Maintain and organize all multimedia content according to best practices, and in a way that makes final content easily accessible for all members of the team
- Assist with additional creative projects as requested
- Help plan for, market and work 2 Towns Ciderhouse Annual Harvest Party
- Additional duties as assigned by Content Marketing Manager

Miscellaneous

- Attend quarterly All Staff Meetings
- Attend All Staff Cider Educations
- Continuous training in the craft alcohol (tastings, cider educations, etc) industry and how to communicate about the products
- Sample new & upcoming 2 Towns products
- Adhere to all policies outlined in the Employee Handbook, as well as all company safety policies and procedures

Job Requirements

Required Minimum Qualifications:

- 21 years or older
- Education: Highschool education
- Experience: 1 - 3years in a similar or related field
- Must have or be able to obtain OLCC Server's Permit
- Must have a Driver's License and acceptable driving record
- Able to drive for long periods of time
- Able to move 50lbs laterally using a hand truck, or lift 35lbs using own strength

Desired Skills & Abilities:

- 2 - 5 years of experience in a professional video production role
- An Associate degree, or equivalent, in Multimedia, Videography or similar field of study
- Experience with creating content for the craft beverage industry
- Experience in creating multimedia storytelling content
- Passionate about craft beverage industry (Cider, Beer, Wine, Mead)
- Excellent written and verbal communication skills
- Extreme attention to detail
- Fun sense of humor & positive, collaborative attitude
- Must present a diverse portfolio that features product, lifestyle & event videography and/or photography
- Has advanced retouching and photo editing skills
- Expertise with multiple lighting disciplines, such as studio flash, location and remote lighting techniques.
- In-depth knowledge of camera, lighting, and audio equipment, and able to make recommendations on best options within a specific budget
- Extremely proficient in Lightroom, Premiere, & After Effects, Adobe Photoshop,
- Able to shoot/edit in multiple styles for differing topics, brand voices, etc.
- Able to work independently as well as part of a dynamic team
- Creative and innovative thinker/planner
- Confident in producing work for multiple platforms & mediums
- Able to align multiple brand strategies and ideas with content creation
- Ability to multitask, prioritize and manage time efficiently
- Able to assist crew members when needed to accomplish team goals
- Able to work in a fast-paced environment with many active projects with competing and shifting deadlines
- Friendly, approachable, self-motivated and professional attitude/social skills
- Knowledge of pop culture, current trends and memes to assist in brainstorming/creation of unique and highly relevant content
- Unique creative eye for shooting product, lifestyle and event videography & photography
- Ability to think as a creative storyteller while shooting
- Willingness and ability to travel
- Understanding of social media best practices, especially in relation to multimedia in order to maximize impact and engagement

- Consistently looking to innovate & elevate content being produced
- Views self as a dynamic content creator, always looking to tell stories in a unique and engaging way
- Animation and motion graphics capabilities a bonus

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases; reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; visually count.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The majority of this position will operate in a professional office environment. This role routinely uses standard office equipment, as well as specialized multimedia equipment. Regular travel is expected for press on-location shoots, which will be accommodated by the Company.

Compensation and Benefits

2 Towns Ciderhouse offers competitive wages that will be determined by experience. Benefits for full-time staff include health/dental insurance, 401(k), Paid Time Off, profit sharing bonus opportunities when applicable, 70% off product purchases, and quarterly merchandise stipend.

To Apply:

To be considered for this position, please submit:

1. Your resume;
2. A written cover letter that summarizes your previous experience and why you want to work for 2 Towns Ciderhouse;
3. Demo reel
4. A portfolio with a minimum of three (3) work samples. Video required; photography encouraged.

To jobs@2townsciderhouse.com. This position will remain posted until filled. Please note that resumes submitted without the requested materials will not be considered. Please, no phone calls about this position.

2 Towns Ciderhouse is an equal opportunity employer.