



UNIVERSITY  
OF  
LOUISIANA  
*L a f a y e t t e*

# Staff Vacancy

Position: Assistant Director of Multimedia

**Responsibility:** The Assistant Director of Multimedia is responsible for leading UL Lafayette's content generation for video, digital photography, audio and other emerging visual and online communications. He or she will shape, articulate and champion the vision for multimedia storytelling to build awareness of the university's reputation among national and international audiences for quality academic programs, research, economic development, community service and cultural preservation. The assistant director also will help position faculty as experts in their respective fields.

This person reports to the Associate Director of Web Communications and will manage UL Lafayette's presence on television, radio and the web through activities, such as:

- Writing, shooting, editing, and monitoring television promotions, and producing videos, PSAs and podcasts on the university's behalf.
- Managing related university social media platforms, such as YouTube and iTunes.

Other responsibilities include managing digital message signage on campus, assisting with media and filming events, and networking with broadcast and web professionals.

The Assistant Director of Multimedia will track and evaluate the performance of multimedia—broadcast and online content—and make strategic adjustments when necessary. The assistant director also participates in other university activities as assigned.

**Qualifications:** The successful candidate will be a proven leader with video, audio and web experience. He or she must have an extensive, accomplished career in multimedia storytelling (including expertise in digital and video photography), strong communication and writing skills, a collaborative nature, and excellent organizational skills. An understanding of news presentation in multiple platforms, a commitment to storytelling, and an ability to delineate marketing strategies to various internal audiences are essential.

Extensive experience in video, audio and photography editing and video postproduction, including knowledge of current software, are required. Experience in media design, graphic arts and previous work in a higher education setting are preferred. An understanding of web content management systems is also preferred. Because this position is multi-faceted, this self-starter must exhibit a high level of creativity and productivity. Bachelor's degree is preferred; equivalent experience with significant progress toward a bachelor's degree could be considered.

**Physical Requirements:**

- Ability to travel as needed

- Ability to repeatedly, or for extended periods, sit, stand, stoop and walk, and reach in any direction
- Ability to lift or transport loads up to 40 pounds
- Ability to hear a wide range of levels and tones with strong vision, including good depth perception and ability to differentiate colors

Administrative Unit: The Office of Communications and Marketing in the University Advancement Division.

Salary: Negotiable, depending upon qualifications and experience.

Anticipated

Starting Date: Immediate

Applications: For initial consideration, please submit by Friday, February 24, 2012, cover letter and resume to:

UL Lafayette  
Office of Communications and Marketing  
Attn: Associate Director of Web Communications  
P.O. Box 41009  
Lafayette, LA 70504-1009

Or to: [bullinger@louisiana.edu](mailto:bullinger@louisiana.edu)

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