



UNIVERSITY
RECREATION

The University of Alabama at Birmingham

Photographer/Videographer Marketing Intern

JOB DESCRIPTION

POSITION SUMMARY

The Photographer/Videographer Marketing Intern will assist with all photo and video creative needs of UAB University Recreation (URec) through planning, executing, and collaborating with the Assistant Director of Marketing and Membership. The Photographer/Videographer Marketing Intern will be responsible for capturing, editing and delivering photos and videos to support URec's print and digital marketing materials. This position will work with our Student Marketing team and will directly report to the Assistant Director of Marketing and Membership.

RESPONSIBILITIES

- Work with the Student Marketing team to promote University Recreation's facilities, programs, services, and special events via photos and/or videos
- Capture engaging photos and/or videos to support the creative process of marketing content for all URec facilities, programs, service, and special events including
- Assist with maintaining a consistent identity of University Recreation by following the departmental brand guidelines while meeting University's marketing requirements
- Think creatively and develop a robust photo and video library for printed and digital content
- Assist with scheduling content to be published on social media at ideal times
- Assist with monitoring the social media channels and activities
- Assist with managing the University Recreation's social media content calendar
- Assist with curating social media content for events, stand-alone campaigns, and other projects
- Other duties as assigned

ACQUIRED SKILLS

As a result of working as the Photographer/Videographer Marketing Intern, the student will have the opportunity to acquire and further develop their photography and videography skills, communication, time management, attention to detail, adaptability, and customer service skills.

JOB REQUIREMENTS

QUALIFICATIONS

[The requirements listed below are representative of the minimum education and/or hands-on experience necessary to perform each essential responsibility.]

- Degree seeking student at UAB
- Displays excellent written and oral communication skills
- Proficient in photography techniques, including lighting, audio/video editing, graphic design
- Ability to provide photography and photo editing for social media and or website
- Ability to work a flexible schedule including evenings, weekends and holidays
- Ability to work both independently and as part of a team
- Basic knowledge of programs and services offered by University Recreation
- Ability to prioritize and multitask in a fast-paced environment

REQUIRED SKILLS

[The competencies listed below are representative of the knowledge, skills, and/or abilities required to perform each essential function.]

Technical Competencies

- Basic computer competency
- Proficient in photography techniques, including lighting, audio/video editing

Professional Competencies

- Ability to communicate effectively with patrons, program participants, student and professional staff
- Ability to multitask

Physical Demands

- Repetitive wrist, hand, or finger movement (while operating computer equipment)
- Occasional bending, stooping
- Eye-hand coordination (keyboard typing)