

UC Video Production Assistant

Department: James R. Connor University Center

Reports To: University Center Marketing Coordinator

Hours per week: Approximately 10-15 – M-F

Starting Wage: \$9.25 per hour

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

The University Center Video Production Assistant is responsible for creating promotional videos and radio ads for use on the campus radio station, TV station, social media, and UC website. The UC Video Production Assistant works collaboratively with departments including: Information Services, the HawkCard Office, Roberta's Art Gallery, Ticket Services, UC Reservations, UC Entertainment, UC Administration, Warhawk Alley, and other building stakeholders. This individual is also responsible for producing internal training videos and event slideshows. The UC Video Production Assistant is charged with developing scripts and storyboards for each project as well as filming and editing all video material.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

UC Graphics & Marketing strives to help students develop the following Essential Learning Outcomes, defined by AAC&U, through High Impact Practices including Internships, and collaborative assignments and projects.

Intellectual and Practical Skills

- Works collaboratively to create promotional material to be used on the campus TV station, radio station, UC website, and social media
- Works with University Center HR Assistants to develop internal training videos
- Works in collaboration with Roberta's Art Gallery and UC Administration to create an interactive Permanent Artwork Tour videos
- Demonstrates good time management by arriving to work on time

Personal and Social Responsibility

- Builds relationships between UC departments and building stakeholders
- Creates relationships with the campus TV and radio station
- Lives the UC brand image through the 6 Keys of Exceptional Customer Service
 - *Smile and Greet, Appearance, Competence/Knowledge, Communicate, Go the Extra Mile, Say "Thank You" and "You're Welcome"*

Integrative and Applied Learning

- Assists in the UC branding initiative and UC brand management
- Designs storyboards and creates scripts based on theories and techniques learned through prior video classes
- Expands upon software skills and knowledge learned through prior classes
- Evaluates, updates, and implements current office procedures

Knowledge of Human Cultures and the Physical and Natural World

- Documents UC events such as Warhawks at Night, Summer on the Mall, Roberta's Art Gallery Workshops, Entertainment Events, and events in Warhawk Alley
- Works collaboratively with UC Graphic Designers and UC Marketing Assistants to promote diverse programming in the UC
- Interacts with and markets to students and staff from diverse backgrounds, cultures, and beliefs
- Works collaboratively with UC departments

Additional Opportunities

- Opportunities to participate in regional and international graphics competitions and conferences
- Opportunities to participate in the UC Student Marketing Committee

Minimum Qualifications

- Must be a registered UW-Whitewater student and enrolled at least half time
- Must maintain an overall GPA of 2.0
- Must have working knowledge of Adobe Premier Pro

Both Work-Study and Regular Pay candidates will be considered.

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students to apply.

Contact Information

Jenny Fisco
Marketing Coordinator, Room 244B
James R. Connor University Center
University of Wisconsin-Whitewater
Office: (262) 472-1239