



Position Title: Manager, Multimedia Productions

Department: Marketing, Comms, & Customer Experiences

Reports to: Director, Communications

Job Overview

The National School Boards Association (NSBA) is seeking a creative multimedia storyteller. As the Multimedia Productions Manager, you will produce and manage multimedia initiatives supporting the organization's goals. The ideal candidate has a collaborative workstyle, mission focused, and skilled in creating engaging content for diverse groups and the general public.

Your Responsibilities Will Include

- Serves as multi-platform manager, overseeing organization's multimedia initiatives.
- Leads external and internal resources in strategic kickoff meetings to unearth project goals, positioning, storyboarding, budget, etc. Holds regular touch base meetings to track progress.
- Works cross functionally to finalize scripts, produces, edits, and launches Federal Insider podcast and digital videos for NSBA (National School Boards Association) and NSBAC (National School Boards Action Center) websites and publications with strong storytelling skills.
- Hires and leads production teams for event productions.
- Works with NSBA departments to develop multimedia outreach plans and track video viewership.
- Monitors trends in multimedia content and explores use of innovative technology and software.
- Manages NSBA's YouTube, Flickr, Vimeo accounts, and other multimedia tools that NSBA and NSBAC maintain. Provides regular reporting for these channels.
- Research music, sound effects, stock footage, and video footage needed for a story.
- Oversees NSBA vendors such as Killer Tracks, Lifetouch, Blue Chalk Media, Henninger Media Services, Word Wizards, Soliman Productions, voiceover talent and photographers. Files contracts with these vendors.
- Shoots ultra HD video, both interviews and b-roll, appropriately lighting subjects whether it be in-office or on travel.
- Manages the pre-production process, scheduling, and planning multimedia shoots; creating shot lists and filing release forms and film permits. Scouts interview locations.
- Constructs questions, based on goals of the video, and interviews subjects.
- Maintains equipment, professional camcorders, tripods, lights, backdrops, etc.

- Budgets for annual projects and equipment, responsible for tracking by project.
- Oversees use of NSBA's media room.
- Serves as photographer; collecting and maintaining NSBA's photo archive.
- Works with NSBA's legal department to ensure release language is current.
- Guides graphic designers to develop creative video graphics.
- Coordinates and provides staff support for webinars.
- Supervises marketing intern.
- Performs other duties as assigned.

Your Qualifications

Bachelor's degree; experience with script writing, video editing, and social media tools; strong story-telling skills; experience shooting video and photos and capturing audio; familiarity with best lighting and audio techniques; experience in video and audio editing software (Adobe Creative Cloud CC); ability to identify the best medium for a story – be it video, slideshow, animation, audio clip, or infographic; background in producing and providing technical support for webinars; familiarity working with content management systems; must be able to work in a multi-discipline, collaborative environment and have deep knowledge of social media technologies, platforms, and services. Must be willing to travel up to 30% of the time.

Preferred:

Bachelor's degree in Journalism, Communications, Marketing, New Media, Video Production, or Mass Media

NSBA offers a dynamic work environment with an excellent employee benefit package including health and dental insurance programs, 401K and PTO leave plans. As an employee of NSBA you will work in a primarily remote environment, with an expectation of being in person periodically at our Old Town, Alexandria, Virginia Office.

NSBA is proud to be an equal opportunity employer. We believe in hiring a diverse staff and sustaining an inclusive, people-first culture. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.