



Video Content Creator

Job Title Video Content Creator

Salary Type: Exempt

Reports to: Marketing Director

Effective: As soon as possible

PRINCIPAL OBJECTIVE:

This full-time position is responsible for creating compelling videos that tell the story of Pi Beta Phi's three entities—the Fraternity, Foundation and Fraternity Housing Corporation. Key responsibilities will be to produce eye-catching photographs, videos and motion graphics for the organization's digital and print channels.

CORE RESPONSIBILITIES:

- Conceptualize, storyboard, shoot and edit video content for campaigns, interviews, social media and promotional materials.
- Conduct on-camera interviews with members ensuring comfort, clarity and authenticity in responses.
- Design and produce motion graphic videos to visually convey key messages, reinforce brand identity and enhance storytelling across digital platforms.
- Photograph Pi Phi events and key gatherings along with professional headshots for staff and volunteers.
- Optimize video content for a range of distribution channels, ensuring aspect ratios, runtimes, subtitles and other elements meet platform best practices.
- Audit existing communications and campaigns to identify written or graphic content that could be more effectively presented through video.
- Maintain and organize all photo and video assets for easy access and future use.
- Design engaging and interactive presentations that incorporate photo, video and animations to support storytelling and elevate key messages for internal and external audiences.
- Collaborate with team members to align video content with broader marketing strategies.
- Create engaging content marketing for the brand, ranging from social content to polished brand stories.
- Work with marketing director to critique photography and video, advise on pictorial matters, discuss brand-related concerns and plan for short- and long-term assignments.
- Leverage Pi Phi's brand for strategic advantage in the industry.
- Plan and organize time efficiently ensuring high standards of creative quality.
- Other duties as assigned.

HEADQUARTERS STAFF COMMITMENTS

All members of the Headquarters staff are expected to:

- Offer premier customer service.
- Commit to a positive volunteer experience and serving the volunteer.
- Care for each other.
- Build affinity and Pi Phi Pride with every action and interaction.

QUALIFICATIONS OF A SUCCESSFUL CANDIDATE:

- Bachelor's degree in graphic design, media production or related field of study with 2-3 years of professional experience in videography and graphic design.
- Proficiency in Adobe Creative Suite (Premiere Pro, After Effects, etc.)
- Strong knowledge of video production, including lighting, sound, and post-production editing.
- Strong storytelling and visual storytelling skills, with the ability to translate ideas into visually compelling designs and videos.

ADDITIONAL INFORMATION:

- Some travel required

Pi Beta Phi's Mission, Vision, Core Values and statements of philanthropic service and Commitment to Diversity, Equity and Inclusion can be found at pibetaphi.org/about.

At Pi Beta Phi Headquarters, we value and respect our employees and their contributions. Our total compensation approach includes base salary, benefits and a 401(k)-matching program. Each position is externally benchmarked, and the salary ranges are evaluated annually. The salary range for positions is based on local and fraternal market data and allows for various experience levels. The actual pay is based on skills, experience, education and other relevant factors. Midpoint salary in this grade level is \$63,654.