

SHANGHAI AMERICAN SCHOOL

TITLE: MULTIMEDIA PRODUCER (PUDONG)
CONTRACT DAYS: 210

POSITION SUMMARY:

Stories are in the making every day at Shanghai American School. With Covid restrictions on parents and visitors on campus, these stories have even more of an urgency to be told through our social media and digital channels. The Multimedia Producer discovers, develops, and tells the stories of what makes SAS special through our brand voice in written, photo, or video format. This position is based at SAS Pudong (school bus transportation routes available).

SUPERVISED, EVALUATED BY & REPORTS TO:

Director of Marketing & Communications

QUALIFICATIONS:

- University graduate with major in writing, journalism, or communications
- Experience at creative agency
- Fluent in spoken and written English
- Able to actively build relationships in decentralized environment
- Ability tell compelling yet concise stories in written and visual format
- Understanding and insights of current social media trends and techniques
- Ability to turn conceptual ideas into tangible video

PERFORMANCE RESPONSIBILITIES:

- Produce written, photo, and video stories that highlight the culture and mission and how learning happens at SAS
- Create content in SAS brand voice
- Cull stories from elementary, middle, and high school divisions by being well informed about what is happening around campus and in the classroom
- Understand current and prospective family attitudes and browsing behaviors in order to produce content that will resonate
- Lead planning of social media story calendar for both campuses
- Curate SAS content and accounts to be polished and consistent with brand values, including thumbnails, headlines, etc.
- Work with Puxi videographer to align look, feel, and style of videos
- Take photos to accompany social media stories and contribute to marketing photo database
- Livestream or record athletic and arts events when parents are restricted from in person attendance
- Other duties as assigned.

SAS BELIEVES:

- That each employee makes a significant contribution to our success,
- That contribution should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties; qualifications and job scope, but not limit the employee or SAS to only the work identified. It is the expectation of the School, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.