

# SHANGHAI AMERICAN SCHOOL

**TITLE:** VIDEOGRAPHER  
**CONTRACT DAYS:** 210

## **POSITION SUMMARY:**

The Marcom Videographer creates video stories about Shanghai American School to engage current and prospective families on social media and digital channels. In addition, this person will capture recordings, livestreams, and photos of school events. This position is based at SAS Pudong (school bus transportation routes available) but certain content may be schoolwide.

## **SUPERVISED, EVALUATED BY & REPORTS TO:**

Director of Marketing & Communications

## **QUALIFICATIONS:**

- University graduate with major in production, broadcasting, journalism, or related field
- Fluent in written and spoken English.
- Technical expertise and skill with video equipment and editing using Adobe Premier
- Experience creating original content
- Knowledge of social media video trends in China
- Excellent interpersonal and organizing skills.
- Ability to handle numerous assignments simultaneously and bring to completion.
- Occasionally available for evening and weekend school events

## **PERFORMANCE RESPONSIBILITIES:**

- Develop ideas for, shoot, and edit video stories for social media that highlight value proposition and features of the school
- Work with Puxi Video Producer to align look, feel, and style of videos
- Develop relationships with Pudong divisions and teachers in order to be well informed about what is happening around campus and in the classroom
- Contribute story ideas to social media team discussions
- Build understanding of current and prospective family attitudes and browsing behaviors in order to produce content that will resonate
- Livestream and record school events as necessary and involve SAS TV students
- Capture photos to accompany social media stories and contribute to marketing photo database
- Advise on purchases and oversee maintenance needs of video equipment.
- 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.

## **How we see the world is how we experience the world**

We believe that diversity, equity, and inclusion enrich our community and create a sense of belonging that compels each of us to grow. Therefore, we commit to a journey of community growth that is grounded in best and sustainable practices rooted in our mission and core values. We seek individuals who are ready to contribute to such an environment.

## **Child Protection at SAS**

Shanghai American School, in keeping with our core values and vision statements, has a Child Protection Policy that guides our faculty, staff, and families in matters related to the health, safety and care of children in attendance at our school. By accepting employment at SAS, all faculty and staff agree to work in partnership with the School and abide by the policies adopted by the SAS Board.

With this in mind,

- Applications will be thoroughly and rigorously screened in line with our strong commitment to all aspects of child protection and safeguarding.
- Shanghai American School reserves the right to withdraw an applicant's candidacy at any time should information be forthcoming that may suggest the candidate is not suitable to progress in the process.
- Shanghai American School reserves the right to withdraw an applicant's candidacy if current and former supervisor references are not provided.
- Hiring is contingent upon successful criminal background checks.

Applicants are asked to apply as early as possible, as Shanghai American School reserves the right to close the selection process at any time.