



JOB DESCRIPTION

JOB TITLE: Multimedia Production Specialist
REPORTS TO: Communications Manager
STATUS: Full-Time/Non-Exempt
DEPARTMENT: 4-500
EFFECTIVE DATE: January 26, 2021

WPHF MISSION:

To make a positive difference in people's lives by optimizing physical, mental and social health and wellbeing. The Winter Park Health Foundation (WPHF) focuses on improving health in the communities of Winter Park, Maitland and Eatonville. Through ongoing data collection and monitoring trends, our team identifies health issues and needs. Our strategy is to engage partners and empower residents to support healthy behaviors; address barriers to health; create healthy habits where people live, learn, work and play; and make health a priority. WPHF invests in initiatives, programs, grants, and facilities designed to improve health.

SUMMARY:

As a member of the Winter Park Health Foundation team, the Multimedia Production Specialist communicates with various audiences on behalf of the Winter Park Health Foundation, Wellbeing Network and Center for Health & Wellbeing through social, website and other digital mediums. The Multimedia Production Specialist reports to the Communications Manager of the Winter Park Health Foundation.

DUTIES AND RESPONSIBILITIES:

- Proactively plans and maintains social media content calendars for Facebook and Instagram; creates, writes, edits, proofs and posts social content and copy, including written, video, and graphic elements
- Manages the WBN Studio, shooting video content in and around the Center; edits and distributes through digital mediums
- Coordinates all video content publishing for WellbeingNetwork.org, including:
 - CHWB On-Demand videos
 - Inspiring Stories

- Regularly programs and updates the Wellbeing Network, the CHWB in-house television channel
- Creates printed materials for community distribution based on WellbeingNetwork.org digital content
- Creates graphics for CHWB digital signage and the Wellbeing Network, the Center's in-house television channel
- Works closely with the Communications Coordinator to amplify cross-platform content
- Other duties and responsibilities as assigned

WORK EXPERIENCE & DESIRED SKILLS:

- High level of proficiency using Microsoft Office and Adobe Master Suite Required
- Video shooting/editing experience required
- Graphic design experience required
- Firm grasp of available tools and platforms in the social media space
- Experience in WordPress or other CMS preferred
- Strong organization and time-management skills
- Ability to juggle multiple projects with attention to detail and accuracy while adhering to deadlines in a high-energy, fast-paced environment
- Excellent oral, written and interpersonal communication skills
- Ability to work as part of a team and independently
- Nimbleness, can-do attitude with ability to manage multiple projects at the same time to complete them all accurately and on schedule
- Willingness to embrace change and to adapt strategy on the fly
- Experience in podcast production a bonus
- Photography skills a bonus

EDUCATION:

- Four-year degree in communications or related field of study preferred; or four years' professional experience and/or equivalent combination of education and experience in appropriate field

SUPERVISORY RESPONSIBILITIES:

- This position has no supervisory responsibilities

OTHER COMPETENCIES:

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Safety and Security**--Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Applicants, as well as position incumbents who become disabled, must be able to perform the essential job specific functions (listed within each job specific responsibility) either unaided or with the assistance of a reasonable accommodation to be determined by the organization on a case by case basis. If the requirement is not marked, then the standard is generally considered not applicable.

| Requirement | Occasionally | Frequently | Continually | Requirement | Occasionally (i.e., Monthly) | Frequently (i.e. Weekly) | Continually (i.e. Daily) |
|--|--------------|------------|-------------|--|---------------------------------|-----------------------------|-----------------------------|
| General Requirements (has the ability to...) | | | | Required Lifting (ability to lift...) | | | |
| Sit | | X | | Up to 10 lbs | | X | |
| Stand | | X | | 11 to 24 lbs | X | | |
| Walk | | X | | 25 to 34 lbs | X | | |
| Drive | X | | | 35 to 50 lbs | X | | |
| Bend | X | | | 51 to 75 lbs | X | | |
| Climb | X | | | 76 to 100 lbs | | | |
| Kneel | X | | | Over 100 lbs | | | |
| Crouch | X | | | | | | |
| Twist | X | | | Pushing/Pulling (ability to push and pull...) | | | |
| Maintain Balance | X | | | Up to 10 lbs | | X | |
| Reach | X | | | 11 to 24 lbs | X | | |
| | | | | 25 to 34 lbs | X | | |
| Sensory Requirements (has ability for...) | | | | 35 to 50 lbs | X | | |
| Far Vision | | X | | 51 to 75 lbs | X | | |
| Near Vision | | X | | 76 to 100 lbs | | | |
| Color Vision | | X | | Over 100 lbs | | | |
| Depth Perception | | X | | | | | |
| Seeing Fine Details | | X | | Environmental Exposure (may be exposed to...) | YES | NO | |
| Hearing Norm Speech | | X | | Infectious Diseases | | X | |
| Hearing Overhead Pages | | X | | Chemical Agents | | X | |
| Telephone use | | | X | Dust, Fumes, Gases | | X | |
| | | | | Extremes in Temperature or Humidity | | X | |
| Mental & Emotional Requirements (ability to...) | YES | NO | | Hazardous or Moving Equipment | | X | |
| Cope with stress | X | | | Unprotected Heights | | X | |
| Make decisions under pressure | X | | | Loud Noises | | X | |
| Cope with others in a calm way | X | | | | | | |
| Manage altercations | X | | | Others (note below) | | | |
| Handle a high degree of flexibility | X | | | | | | |
| Handle multiple priorities | X | | | | | | |
| Work alone | X | | | | | | |
| Demonstrate high degree of patience | X | | | | | | |
| Adapt to shift work | | X | | | | | |
| | | | | | | | |
| Hand Manipulation (ability with...) | | | | | | | |
| Simple Grasping | | | X | | | | |
| Firm Grasping | | X | | | | | |
| Fine Manipulation | | X | | | | | |
| Use of Keyboards | | X | | | | | |

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Interested applicants please forward resume to
LKist@wphf.org

Enter **Multimedia Production Specialist** in the subject line