

Videography Media Specialist Job Description

The Videography Media Specialist, along with the Photographer, are the story tellers of camp. The Videographer is responsible for taking video of campers and staff throughout each camp day. In addition, they are expected to actively film live video to be used in our slideshow/video and year-round marketing. The Videography Media Specialist reports to the Executive Director and Assistant Director.

Responsibilities

1. Assist Photographer with taking, developing, sorting, and bagging all resident, adventure, special needs and day camp group photos.
2. Take activity videos of all camp groups each day throughout the week.
3. Screen and upload camper photos to website every day.
4. Create weekly slide show for campers.
5. For Tekoa's future use, copy all photos and slide shows / videos to HD.
6. Create staff slide show / video for the end of training and end of summer.
7. Support Social Media objectives of Camp
8. Other duties as assigned by the Director and Assistant Director.

Specific Duties

1. Assist Photographer with taking, developing, sorting, and bagging all resident, adventure, special needs and day camp group photos.
 - All group photos, including Day Camp, must be taken and developed by **Tuesday at 5:00 pm** (For the purpose of Wednesday Mini-camp checkout, and early resident camp checkout)
 - Photos must be individually bagged and labeled by group number by **Thursday at 5:00 pm**.
2. Take activity videos of all camp groups each day throughout the week.
 - Camper video must be taken at all camp activity locations (not just videos from the dining hall area), this includes campouts, tree climb, meadow, big zipline, high ropes, tower, field, etc...
 - Include videos of day and evening programs.
3. Screen and upload camper videos to external hard drive every day.
 - Screen and upload videos, every day, to the external hard drive. All videos should be uploaded **every evening at 9:00 pm**.
 - Photos should be TEKOPRIATE! No distasteful or innapropriate videos. Parents will be viewing these photos (for example; no upset campers, no up-close body parts, no innapropriate hand gestures, etc...)
 - Start uploading videos **every Sunday night** after campfire.
4. Create weekly video for campers.
 - Last night slide show must be ready by **12:00 (noon) of the last day of each session** to be ready to present after dinner.
 - Remember to include all campers in video. This is done by ensuring you take video of each group doing a group activity. Every camper should see their face in the video at least once.
 - Limit staff videos. Be sure not to give unbalanced exposure to a few groups. Spread out the footage.
 - Include action video shots.
 - Weekly videos should last 8-12 minutes.
 - Include adventure camp videos (you will need to check with adventure camp staff for videos).
5. For Tekoa's future use, copy all raw videos, marketing videos, and weekly videos to HD.
 - At the end of each week, copy, burn and label all videos and slideshow / video to external HD.
 - For Tekoa's marketing purposes, videos should be classified by staff, special needs, adventure camps, elementary, middle, high, day, all camp, and misc.
 - Keep them organized on the external HD.
 - Label them with DATE, CAMPWEEK, and TITLE/SUBJECT.
6. Create staff slide show / video for the end of training and end of summer.
 - Two total: (1) At the end of training (in June), (2) the end of camp (in August).
 - Start compiling staff videos on a weekly basis, uploading them to the video production program (so that it is not a last minute process).
 - End of summer staff slide show / video should be a film progression from Day 1 of staff training to the last week of camp.
 - The end-of-staff-training video is an opportunity:
 - i. To practice before producing the weekly end-of-session videos for campers.

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- ii. To tell the story of staff training.
 - iii. To inspire the staff for the next nine weeks of serving in camp ministry.
 - iv. To use video story telling to connect the ‘*what*’ they did/do to the ‘*why*’ they did/do it.
- The end-of-summer video is an opportunity:
 - i. To tell the story of the summer.
 - ii. Honor people’s hard work all summer.
 - iii. To use video story telling to connect the ‘*what*’ they did to the ‘*why*’ they did it.
 - iv. To relive great memories from the summer.
 - v. Inspire staff to continue to live out the mission after summer.
7. Support Social Media objectives of Camp
 - Creatively portray images from the summer with the consent of the Administrative Staff to support our continual marketing to parents and campers
8. Produce 2 videos for marketing
 - Produce a promotional video for summer campers.
 - Produce a summer staff recruitment video to be use next fall/winter/spring.
 - Be intentional with these 2 marketing videos. Have a plan, script, “story board” prior to capturing footage.
 - Record video and audio. Conduct interviews. Capture activities and spaces.
 - Tell the story of camp. Project the mission of camp.
9. Work as a team with the Photographer
 - Collorate on media initiatives
 - Coordinate schedules for media macbook use, camera use, chargers, external hard drive use, etc.
10. Partner with Photographer to run the event for the weekly slideshow / video in the Pavilion on the last evening of each session.
 - Coordinate with Cookouts Specialist on ice cream.
 - Coordinate with Community Life Coordinator on leading the tradion of singing “If I had a Hammer” right before the video starts.
 - Set up the a/v equipment in advance. Test out the slideshow / video in advance. Clean up a/v equipment that evening.
11. Other duties as assigned by the Director and Assistant Director.
 - Things come up, be flexible!

Video reminders

1. Primary purpose is for promotional use after camp and weekly Friday video / slideshow
2. Keep videos action-oriented
3. Take close up videos of laughter, smiles
4. Vary the activities and locations of live footage
5. Be creative with video angles
6. When editing, keep videos moving with short clips
7. Intermix live video with photos
8. Show the range of everything that happens at Camp Tekoa
9. Find a way to visualize the spiritual emphasis of camp