



SEALASKA HERITAGE

POSITION DESCRIPTION

Media Specialist

INFORMATION

Department:	Media & Publications/Development
Reports to:	Media & Publications Director
Location of Work:	Juneau, Alaska
Salary Grade:	(DOE)
Hours of Work:	Approximate 8:00am-4:30pm
Classification:	Non-Exempt
Date:	September 24, 2020

SUMMARY/OBJECTIVE

Under the supervision of the Media and Publications Director, this position is responsible for acting as SHI's primary photographer, designing and producing SHI promotional materials (print and online), managing SHI's video catalog and YouTube account, editing and branding videos, and managing and/or assisting with SHI's social media accounts.

ESSENTIAL FUNCTIONS

1. Acting as primary photographer for event coverage.
2. Acting as backup videographer for event coverage.
3. Editing and branding videos.
4. Managing SHI's YouTube account.
5. Managing SHI's Instagram and Twitter social media accounts.
6. Designing and producing program and marketing materials such as flyers, posters, brochures, t-shirts, etc.
7. Writing blog posts and other media materials.
8. Managing SHI's podcast, including conducting interviews and editing audio files.
9. Assisting with the development of and updates to SHI's website.

COMPETENCIES

- Writing and editing skills
- Organized and deadline-oriented
- Excellent collaboration skills
- Ability to shoot and process photos
- Able to juggle multiple projects
- Ability to do eye-catching page design

- Ability to work well on own initiative and within a team
- Strong organizational skills and ability to manage priorities
- Proficiency in Adobe Suite (inDesign, Photoshop, Premiere Pro, etc.)
- Knowledge of Southeast Alaska Native culture, art and history

SUPERVISORY RESPONSIBILITY

This position will have no direct reports.

WORK ENVIRONMENT

This position's duties are performed at the Walter Soboleff Building. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

WORK DEMANDS

While performing the duties of this job, the employee is regularly required to verbally communicate. This position is very active and requires standing, walking, bending, kneeling, stooping, crouching, and climbing all day. The employee must frequently lift and/or move objects up to 20 pounds and occasionally lift and/or move objects up to 50 pounds.

POSITION TYPE AND EXPECTED HOURS OF WORK

This is a full-time temporary position, working 37.5 hours a week. Regular hours are Monday through Friday, 8:00am - 4:30pm. Coverage of events may commonly require Media work during non-work hours including weekends and after hours.

TRAVEL

None to minimal.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in journalism, communications, graphic design, public affairs or related field
- Experience in media, design and production (or relevant/related work experience).

PREFERRED EDUCATION AND EXPERIENCE

- Experience in video production and post production
- Experience with social media and marketing



OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

