Multimedia Content Creator, Communications Associate

Reporting to the Communications and External Affairs Director, the Multimedia Content Creator is a member of the communications team.

We are seeking a creative and highly skilled Multimedia Content Creator to join our team. As a Multimedia Content Creator, you will be responsible for creating engaging content for print and digital mediums, including graphics and video. You will be responsible for executing our social media strategy and driving engagement through innovative content creation and community management.

Mission/Values
The Prichard Committee team believes that education is the path to a larger life for all Kentuckians. We work to help citizens become informed and engaged advocates for excellence in our state’s educational endeavors. Insight forged from our diverse experiences, our collaboration and commitment to education’s role in creating successful people and communities propel everything we do.

Responsibilities

- Continuously improve the organization’s visual storytelling by creating innovative content, such as infographics and interactive media, to enhance audience engagement and deliver impactful messages effectively.
- Capture compelling photos and videos at events and activities to visually document the organization’s initiatives, ensuring engaging and authentic visual content that resonates with target audiences.
- Edit digital videos and animations for digital platforms.
- Edit and update website content using content management systems (CMS) to ensure accuracy, relevance, and an optimal user experience.
- Collaborate with cross-functional teams to understand design requirements and deliver creative solutions.
- Stay up-to-date with industry trends, design software, and emerging technologies to continually enhance the quality of visual content.
- Manage and organize digital assets, including photos, videos, and design files.
- Ensure brand consistency across all visual content and adhere to brand guidelines.

Experience Required

- 3+ years of experience in social media and content creation
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Experience with video editing software like Adobe Premiere Pro, Final Cut Pro, or similar tools.
- Strong understanding of web design principles and content management systems.
- Knowledge of HTML, CSS, and web development tools is a plus.
- Excellent creative and artistic skills, with an eye for detail and aesthetics.
- Strong communication and collaboration skills to work effectively with team members.
- Ability to manage multiple projects and prioritize tasks in a fast-paced environment.
• A portfolio showcasing previous work and design capabilities.
• Bachelor’s degree in marketing, communications, or a related field.

Other Requirements
• Kentucky resident
• Valid driver’s license
• Successfully complete pre-employment background check
• Extensive in-state travel to meetings, partner program sites and schools
• Ability to work in a high energy, fast paced environment
• Ability to travel independently by car and plane regionally and nationally

If you are passionate about creating engaging content and have experience in social media and video editing, we encourage you to apply for this exciting opportunity. We offer competitive salary and benefits, as well as a collaborative and dynamic work environment.

Benefits
The position is full-time and exempt, with full benefits. Salary Range for this position is $55,000-$65,000.

This position is created by grant funding, in cases that there may be a substantial reduction in that funding or the funding ceases, the position may be terminated by the Prichard Committee.

The position will work remotely from home with weekly communications team meetings at the Prichard Committee Central Office located at 2285 Executive Drive Lexington, Kentucky.

The Prichard Committee offers the following benefits: Health Insurance (EDHDP or PPO): Prichard pays 75% of employee only cost); Health Savings Account or Flexible Spending Account; Dental Insurance; Life Insurance; Long Term Disability; 403b Retirement Plan (capped at 5% of employee salary). Employees start at 3 weeks of vacation (calendar year), 12 sick days per year and various holidays throughout the year.

Prichard Committee is an Equal Opportunity Employer that recruits and hires qualified candidates without regard to race, religion, sex, sexual orientation, age, national origin, ancestry, citizenship, disability, or veteran status.

Resume and cover letter expressing interest in the position should be sent to:
Melody Brooks; Melody.brooks@prichardcommittee.org
Finance & Human Resource Manager