

**Incline Village General Improvement District
Job Description**

Job Title: Marketing Video & Photo Production Coordinator
Job Number: 3458P
Salary Grade:
Department: Marketing/Ski
Reports To: Assistant Marketing & Communications Manager
FLSA Status: Non-Exempt
Prepared By: P. Raymore/R. Harrison/E. Feore
Prepared Date: 07/25/25
Approved By: R. Harrison
Approved Date: 07/28/25

SUMMARY

Provide weekly video and photo production support for Diamond Peak Ski Resort, the Golf Courses at Incline Village, Incline Parks & Recreation, the Tennis & Pickleball Center, Incline Events/Facilities and other IVGID venues as assigned. Responsible for field and post-production services to highlight current conditions, special events and behind-the-scenes operations for distribution to a variety of media and channels including Vimeo/YouTube, Instagram, Facebook and potential media partners.

ESSENTIAL DUTIES AND RESPONSIBILITIES, not necessarily in order of priority, include the following. Assigned job tasks/duties are not limited to the essential functions.

1. Provide excellent service to customers and business partners.
2. Collaborate with marketing team to accomplish high quality creative videos and photos designed for different audiences and channels.
3. Capture spontaneous video and photo footage on and off the mountain, golf courses and other IVGD recreation venues, throughout the year.
4. Produce and shoot video clips, B-roll and still photos using a variety of video/camera equipment including Sony Alpha 7S III, Sony Alpha 7R V, DJI Mavic Air 2 drone, DJI FPV drone, DJI Ronin-S gimbal, GoPro & Insta360 cameras, Canon DSLR and/or mirrorless cameras and phone cameras.
5. Produce, shoot and edit video and photo content for a variety of channels, including an array of digital screen systems, social media and video platforms, video advertising channels, websites, and apps.
6. Edit raw video clips into polished videos using Adobe Premiere Pro and Adobe Creative Suite software; outputs finished edits to shareable video formats including edits to existing B-roll to reflect current conditions.
7. Edit raw photos using Adobe Photoshop/Lightroom software.
8. Follow applicable safety, health and environmental rules and guidelines, and uses appropriate personal protective equipment as required.
9. May post to social media accounts as directed by Marketing/Communications Department.
10. Work on deadlines to produce compelling content as necessary according to set campaigns, events and editorial calendars.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be qualified to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Current experience providing successful post and field production services for video and photo projects in an outdoor/on the mountain environment; including a strong knowledge of best practices for tagging, loading video assets to public facing channels with eye towards SEO; or equivalent combination of education and related experience.

WRITING SKILLS

Ability to create video production scripts to help guide video shoots and the editing process. Possess attention to detail.

COMPREHENSION/COMMUNICATION SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals. Ability to write routine reports and correspondence. Ability to research a subject and utilize data for video and photo projects. Ability to speak effectively with customers, employees and the general public. The duties and responsibilities of this position necessitate the use of social media for District business reasons.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid Driver's License. It is the employees responsibility to maintain all required certifications and licenses and to report any changes to the supervisor.

OTHER SKILLS OR ABILITIES

Must be self-motivated and show a high level of initiative working on multiple applications and projects; good communication, organization and customer service skills; possess proven creativity and high level of computer proficiency skills for video production (Adobe Premiere Pro and Creative Suite) and photo editing (Adobe Photoshop/Lightroom); ability to establish and maintain good working relationships; ability to present a composed and friendly presence; ability to prioritize work to meet schedules and deadlines; ability to deal effectively and courteously with the public and all levels of employees; ability to deal with changing circumstances in a positive manner; ability to work weekends and holidays. Must possess ability to ski or snowboard at an expert level. Ability to arrive at work on time on days assigned and work late as needed. Current FAA license to operate aerial drones a plus.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Applicants and incumbents are encouraged to discuss potential accommodations with the employer.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand, sit, and reach with hands and arms. The employee is occasionally required to walk, climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, peripheral vision and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions; moving mechanical parts; high, precarious places; fumes or airborne particles; risk of electrical shock; and risk of radiation from the sun. The noise level in the work environment is usually moderate and there are frequent interruptions.

I have read and understand this explanation and job description.

Employee Signature: _____ Date: _____

Employee Name: _____