

Job ID: SCHII-24-13
Job Title: International Digital Production Officer
Department: International Enrolment
Campus: Thunder Bay
Status: Full-time
Job Category: Permanent
Date Posted: February 23, 2024
Closing Date: March 8th 2024

Why Lakehead University?

Thunder Bay is one of Canada's top emerging cities. Here you will find a mix of modern city living and the best of nature – all on your doorstep. Thunder Bay provides small-city affordability, big-city opportunities and the bonus of a superior lifestyle. When it comes to location, nature and cost of living, Thunder Bay is one of the best places to live in Canada. For more on the vibrant city of Thunder Bay, visit thunderbay.ca.

At Lakehead University we challenge the conventional to provide a university experience that's far from ordinary. Your unique ideas will be respected and encouraged. Join our thriving academic community where you can make a real difference through innovation and collaboration.

Lakehead is a comprehensive University with a reputation for innovative programs and cutting-edge research. In 2022, for the third year in a row, Lakehead University was included in the top 100 of the Times Higher Education Impact Rankings. Lakehead is the highest-ranked university in the world with under 10,000 students. Maclean's has once again included Lakehead University among Canada's top 10 primarily undergraduate universities in the magazine's 2023 University Rankings.

About this Job

Job duties:

- In support of Lakehead International Enrolment's Marketing & Communications plan, the selected incumbent will conceptualize, shoot and edit videos to showcase diverse aspects of Lakehead University (academics, student life, facilities, etc) and its hometowns to ensure the International video library has currency and tells future international students the story of the Lakehead difference.
- They will be responsible for seeking out exceptional current international student narratives. Through production and post-production, the incumbent will develop these narratives into authentic and compelling digital stories through photography, film, animation, and visual effects for social and digital media channels. These narratives may be customized according to the market (prospective student country/region) and ensuring support of these digital stories.
- They will stay involved in seeking out, and learning about, international student stories, developing connections with student groups, and curating stories for production. They will conduct interviews with international students to draw out their stories.
- They will research digital media consumption trends as well as new media trends, in key markets to tailor narratives effectively and adapt them to the changing visual appetites of prospective students in their decision-making process
- They will create test shots, develop scripts and storyboards, and craft narratives to target markets or social media platforms.
- They will ideate concepts for student-generated video content to support social and digital strategies.

Employment Opportunity

- Other duties include managing digital assets, evaluating project effectiveness, budget management, and providing support for recruitment activities and events.

Qualifications:

We are looking for a graduate with a diploma in Digital Media or Film Production, or related experience, with a minimum of 2 years of hands-on experience in digital media production, videography, editing, and sound mixing, with a familiarity with visual media consumption trends beyond Canada.

They must possess an exceptional eye for visual composition, attention to detail, and proficiency in the safe handling and upkeep of audio-visual equipment, including DSLR cameras, lighting, microphones, sound mixers, and drones. Proficiency in post-production editing using Adobe Creative Suite, particularly Premiere Pro and After Effects, alongside InDesign, Photoshop, Lightroom, and Illustrator is desirable. They should be able to assess the effectiveness of audio-visual assets in Lakehead International's target markets. Knowledge of current and emerging digital media trends in our key markets, proficiency in Excel and MS Word, budget management experience, and demonstrated interpersonal skills, adaptability, and collaborative approach would give an edge to the candidate.

Working Conditions

- Reasonable amounts of local or provincial travel
- Varying hours and days of work to accommodate travel and events
- Office environment

What do We Offer?

This position offers a competitive remuneration package including salary, comprehensive benefits package, life insurance, pension plan, and tuition waiver.

Lakehead University has a commitment to supporting employees and providing opportunities for flexible and diverse work arrangements. We are proud to share the [Alternate Work Arrangement Guideline](#) as a step to creating innovative schedules that work for our employees to promote a quality work-life balance. Please inquire with the hiring manager if this position is eligible for an Alternate Work Arrangement.

How to Apply

Interested applicants may apply by clicking on this link to [this Google Form](#) and attaching your cover letter and resume in Word or PDF format. If you are experiencing any issues with the Google Form, please email careers@lakeheadu.ca for assistance.

We appreciate your interest; however, only those selected for an interview will be notified. Lakehead University is committed to creating a diverse and inclusive environment and welcomes applications from all qualified individuals including women, racialized persons, Indigenous people, persons with disabilities and other equity-seeking groups. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. This is in accordance with Canadian immigration requirements.

Lakehead University is committed to supporting an accessible environment. Applicants requiring accommodation during the interview process should contact the Office of Human Resources at (807) 343.8334 or human.resources@lakeheadu.ca to make appropriate arrangements.