PROFESSIONAL ASSOCIATION OF GEORGIA EDUCATORS

Job Description Form

Department	Communications
Location	Hybrid: PAGE Atlanta Office & Remote
Job Title	Communications Specialist: Video & Multimedia Storytelling
Supervisor	Director of Communications

Type of position: [X] Full-time [ ] Part-time-Eligible [ ] Part-time Ineligible <75%	**40 Hours / week** [X] Exempt [ ] Non-exempt	

GENERAL DESCRIPTION

The Communications Specialist: Video & Multimedia Storytelling supports the mission of the Professional Association of Georgia Educators (PAGE) by producing visual and written content that informs and celebrates its members while also communicating to external and internal stakeholders.

The individual in this role serves as lead producer of this content – coordinating, in collaboration with the Director of Communications – all aspects of ideation, creation, project planning and tracking, securing approvals, implementation, and monitoring/reporting post-launch analytics.

JOB DUTIES

In collaboration with the Director of Communications and as part of a team that includes a Communications Specialist: Digital Media & Storytelling, the position's duties include the following.

Primary:

1. Videography
2. Photography
3. Graphic Design
4. Write, edit, and proofread individual and team-produced deliverables
5. Travel throughout the state to capture video and photos for PAGE events, presentations, and member interviews.
6. Create and maintain detailed production schedules for individual projects to ensure timely publication.
7. Collaborate on team-produced creative including digital magazine.
8. Edit photos, videos, and all forms of stakeholder communications.
9. Maintain library of digital assets, including photos, videos, graphics, and animations.
10. Assist with preparation of materials for PAGE Board of Directors meetings and department award submissions.

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11. Stay current on trends in videography, graphic design, photography, K-12 education, journalism, social media, and creative storytelling.

Secondary:

12. Podcast creation
13. Social media - create and post creative in conjunction with the team.
14. Support website content management and updates in conjunction with the team.
15. Additional responsibilities and special projects as assigned.

Note: This job description is not intended to be an exhaustive list of all duties or responsibilities. PAGE reserves the right to modify or revise this description as needed to reflect organizational priorities, evolving communication needs, and emerging media practices.

WORK EXPERIENCE / SKILLS REQUIREMENTS

- Minimum of three (3) years professional experience in visual multimedia design and implementation (Details below. Experience in education and/or nonprofit communications preferred.)
- Minimum of three (3) years expert-quality video creation – both capturing and editing (Adobe Creative Suite: Premiere Pro and After Effects)
- Minimum of two (2) years photography experience
- Minimum of one (1) year graphic design experience
- Writing, editing, and proofreading skills; proficient in AP Style
- Project tracking: Proven ability to create and adhere to editorial calendars and production schedules
- Organized and detail-oriented: Able to manage multiple projects, deadlines, and contributors
- Collaborative: Works effectively with internal teams and external partners
- Mission-driven: Passionate about the organization's mission to support and advance Georgia educators and public education
- Self-starter who brings initiative, high energy, and innovation to the role
- Creative, resourceful, and adaptable in a fast-paced environment
- Positive and solutions-focused attitude
- Committed to excellence, accuracy, and continuous learning
- Strong interpersonal skills
- Ability to represent PAGE professionally and with enthusiasm

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PREFERRED BUT NOT REQUIRED

- Proficient with Adobe Creative Suite graphic design software: (InDesign, Photoshop, Illustrator)
- Ability to script, record, and edit original podcasts as well as create AI-generated podcasts utilizing Google Notebook or similar.

EDUCATION/CERTIFICATION REQUIREMENTS

Bachelor's degree in Multimedia Design, Communications, Digital Media, Journalism or a related field.

WORKSITE DESCRIPTION

Hybrid: PAGE Atlanta office (Chamblee area), offsite meeting locations in Atlanta, and remote from an Atlanta-based location. Position requires travel to events, meetings, and interviews held in locations throughout Georgia. PAGE will reimburse for all travel – mileage, parking, meal, and lodging expenses – per the association's reimbursement guidelines.

DATE REVISED	11.6.26