

Role Description: Video Specialist

Purpose: To create compelling and high-quality videos that effectively market the American Vegan Society (AVS) and the American Vegan Center (AVC), thereby enhancing the visibility, engagement, and impact of both the national organization and its most prominent program.

Outcomes:

1. Produce high-quality marketing videos consistently for AVS and AVC.
2. Successfully produce a series of inspirational “I Became Vegan” videos highlighting people’s journeys and compassion for animals.
3. Increase online engagement metrics (views, likes, shares) by 20% within the first six months.
4. Efficiently archive and promote historical content related to the Jay Dinshah legacy.

Activities:

1. Create and edit short and long-form videos for AVS and AVC, including event coverage, lectures, and promotional reels.
2. Coordinate with the marketing team to align video content with overall brand strategy.
3. Attend and document events such as AVS celebrations and distribute videos in a timely fashion.
4. Maintain and manage video equipment and software.

Authorities:

1. Recommend operational policies and procedures for review by the CEO.
2. Suggest budget items necessary for maintaining good video quality.

Commitments:

1. Quality of work even over speed of delivery.
2. Collaboration even over individual accomplishment.
3. Attend time-sensitive events such as AVS celebrations on specified dates.
4. Respond to team communications within 24 hours after starting the next work shift.
5. Adhere to AVS’s core values: compassion, education, integrity, and nonviolence. Maintain knowledge of the extended explanation of AVS’s core values as detailed on the website.

6. Prioritize the team brand over individual ideals or artistic notions.

Even/Overs:

1. Quality of work even over speed of delivery.
2. Collaboration even over individual accomplishment.

Additional Components:

- **Reporting Structure:** Reports to the CEO of AVS. Supervises video assistants and interns as applicable. Might report to a Marketing/Communications supervisor when the role exists.
- **Resources:** Computer, phone, internet access, travel capability to Philadelphia, NJ HQ, and important conferences.
- **Time Allocation:**
 - Video creation and editing: 65%
 - Supervision and mentoring: 10%
 - Event attendance and documentation: 10%
 - Team collaboration and meetings: 10%
 - Equipment management: 5%