

JOB DESCRIPTION:	University Photographer		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	AVP Marketing		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	610030	DATE APPROVED:	01-JAN-2025
		DATE MODIFIED:	

SUMMARY: The University Photographer is responsible for conceptualizing, capturing and producing high-quality visual imagery that advances the university's marketing, branding and strategic communications objectives. This role serves as the institution's primary visual storyteller, creating compelling photography that reflects the university's mission, academic excellence, student experience and community impact.

The position oversees the full lifecycle of photographic production, including creative planning, shot development, staging and art direction, event and campus coverage and comprehensive post-production editing and asset delivery to ensure visual consistency, brand alignment and timely execution across digital, print and multimedia platforms.

DUTIES:

1. Collaborate with the social media and creative teams to concept, photograph and edit photo content for university marketing assets including television, social media, billboards, the university's web assets and other promotional mediums.
2. Operate and oversee photography equipment, including cameras, gimbals, lighting and photo studio.
3. Manage post-production processes, including photo editing, color correction and optimization for varying platforms and mediums.
4. Ensure all content aligns with the university's brand guidelines and meets required technical specifications.
5. Ability to manage individual and group environmental, event and studio photography shoots.
6. Use of university drones for aerial, photography and other visual content as needed.
7. Maintain and organize the university's photo library and digital assets for easy retrieval and archival purposes, including necessary back up files.
8. Collaborate with the university videographer on large scale video projects.
9. Stay updated on the latest photography trends, techniques and software tools to continuously improve the quality of work.
10. Perform other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Associate or Bachelor's degree in photography, multimedia, communications or a related field or equivalent work experience.
2. **Job Knowledge:** Proven experience in outdoor and indoor photography, video production and post-production editing. Proficiency with photography approaches and editing software (Photoshop, Lightroom). Experience operating drones for photography (an FAA Part 107 Certification will be required for operation upon hiring). This position is classified as on-campus and requires a regular, in-person presence at Western New Mexico University and does not qualify for remote or hybrid work. Strong

understanding of photography principles and lighting techniques. Ability to manage multiple projects simultaneously and meet deadlines. Strong organizational skills and attention to detail. Strong communication and collaboration skills. Must be knowledgeable of university policies and procedures. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid NM driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)