



MULTIMEDIA COORDINATOR JOB PROFILE

Mission

To unleash the power of people in small business

Vision

We will return \$1 billion back to small businesses

Department: Marketing

Reports To: VP of Marketing

Position Overview

Gravy is looking for an experienced, creative and versatile multimedia storyteller with a passion for inspiring an audience through the lens of their camera. We're in search of a multimedia "ninja" or in other words...a photographer, videographer, editor and producer rolled into one.

As the Multimedia Coordinator, you will join a talented and motivated Marketing team at Gravy and help us tell incredible visual stories on a daily basis!

Sample Role Breakdown:

50% – In house video / multimedia content creation and storytelling for web, social media, podcasts, etc.

25% – Coverage of Gravy branded and supported events

25% – Multimedia Growth Hacking

Responsibilities

- Design & create Gravy digital media campaigns (video & graphics) aligned with business goals
- Coordinate the creation of digital content for the Gravy website, blogs, social media and podcasts
- Capture video and photos at Gravy branded and supported events
- Perform all post-production tasks, including video editing, music and/or effects selection, title creation and design, and graphics
- Manage end-to-end digital projects
- Liaise with Marketing, Sales and Product development teams to ensure brand consistency
- Manage digital media equipment & serve as a good steward of resources and budget
- Stay up-to-date with digital media developments
- Conceptualize, produce, and implement multimedia and visual communications to help communicate the Gravy brand
- Manage Gravy digital library & repurpose content in creative ways



Desired Skills & Experience

- Proven work experience in Multimedia, Digital Media or Videography role
- Solid knowledge of Photoshop, Final Cut Pro, Premiere Pro or other media editing software
- Familiarity with social media platforms (Instagram, Facebook, YouTube & Twitter) and sharing content on various platforms
- Experience with motion graphics is a plus
- Excellent analytical and project management skills
- Strong verbal and written communication skills
- Ability to handle multiple tasks in a fast-paced environment under tight deadlines
- Team player with an entrepreneurial spirit -- quick to adapt to changing needs

Technical Experience in the following is preferred:

Adobe Creative Cloud, Adobe Photoshop, Premiere Pro, After Effects, and Photo Mechanic; Proficiency in motion graphics, animation, photography etc.; Graphic design experience and/or ability

Benefits

- Employees are eligible for medical benefits starting on the 1st of the month following a 30-day waiting period
- 15 days PTO
- \$1000 education stipend to learn and grow
- Flexible work environment
- Annual company retreats
- Quarterly reviews

About Gravy

Gravy is the leading customer retention and failed payment recovery service for businesses with recurring payments. We believe in the human touch as a way to make better customer experiences happen. We're on a mission to create an affordable, more efficient way for businesses to engage and manage failed payments AND bring the human element back to the cold world of automated, digital communication.