

## Multimedia Editor

**You're a multimedia storyteller.** You produce videos and media that don't just inform but excite and inspire. You possess a unique mix of video and audio mastery, and your passion is only fulfilled when these technical skills fuse with an artfully written script to tell a story that could not be told any other way.

**You're a video purist with a digital backbone.** Even though your heart lies in the editing room, you know how to optimize your work to achieve success in a digital world. From TikTok to YouTube and beyond, you recognize that even the most well produced videos don't make a mark if they are not strategically placed.

**You deliver on details.** Your keen eyes and ears for minutiae are on the edge of OCD. Whether it's fading out a scene at just the right moment to maximize impact, pairing the perfect audio for video, or moving the typography over a few pixels, you notice the details and know they're important.

**Media metrics matter.** For you, audience engagement means engaging the senses with the right message. You understand that capturing 10 seconds of a viewers' attention could end up in a life-time partnership with Pragmatic.

**You take your work, but not yourself seriously.** Our marketing/product department is as diverse as it is passionate. We put out a ton of stuff, but we do it all with a good sense of humor, shared passion for dogs and occasional rally song. And we're excited to find another team member who will do the same.

*A link to your video and audio examples is required to apply for this position.*

## Responsibilities

- Work with Art Director to ensure that our multimedia content reflect the Pragmatic brand and the quality of our offerings
- Produce and maintain our library of promotional videos that target customers at various stages of the buyer journey
- Record, edit and manage engaging content designed to help our alumni implement what they've learned, from how-to's to refreshers and everything in between
- Design and develops motion graphics and still graphics for videos
- Record, edit and manage podcasts to deliver engaging, story-driven content to our audiences
- Ensure that finished podcasts and other digital material are completed on time according to the production schedule and posted in all appropriate channels
- Leverage best practices and different platforms to maximize findability of our digital assets and drive listeners/viewers

- Provide post-production support for webinars, including editing, translation to podcast and excerpt creation
- Partner with content team on projects that require scripting, storyboarding, multimedia scheduling and promotion
- Track and report on multimedia performance and make recommendations on how to optimize engagement and retention
- Keep current on audio and video production best practices and trends in digital production

## **Requirements**

- Mastery level in editing video projects and inserting sound effects, voice over narration, music and transitions
- Expert in creating concept boards and other visual representations of planned edits for video projects
- Proficient in graphic design, kinetic typography and 2D animation
- Ability to leverage multimedia for social media promotion (YouTube, Vimeo, Twitter, LinkedIn, Instagram)
- Strong attention to detail for aesthetics, continuity and consistency with the company brand
- Ability to multi-task and work toward several milestones on various projects simultaneously in a deadline-driven environment
- Ability to understand the desired outcome of a project and the ability to bring them to life
- Excellent communication skills are required to have a solid understanding of project scope and implementation
- Ability to collaborate well with contractors and other creative professionals to serve as project manager for outsourced multimedia projects

## **Education and Experience**

- Bachelor's degree in design, video, film or marketing
- Minimum 3 years' experience with editing and editing process
- Expert in Adobe Premiere Pro, After Effects, Final Cut Pro, Photoshop and Audition; proficiency in rest of Adobe Creative Cloud a plus
- Proficient with Google Suite and expert in YouTube Studio
- Experience with Wistia, SproutVideo, Vimeo
- Experience with video and audio editing platforms for digital use (PodBean, Biteable, Canva, Milk)
- Creative experience in videography and filmmaking
- Studio experience a plus: understanding of video production equipment, including lighting setups and various types of audio recording
- Still photography experience a plus

## **What We Bring to the Table**

Pragmatic Institute provides practical, actionable training and hands-on learning experiences, both online and in-person. Together, our three practices—product, design and data—create a robust professional education platform that enables us to help organizations transform key roles into powerful contributors and differentiators. Our client list reads like a who's who of today's biggest technology and Fortune 500 companies and our alumni rival Apple in their brand fanaticism and they all look to us to deliver the highest quality education experiences.

We are a team of passionate, driven collaborators working remotely all around the US who are dedicated to changing the face of professional education. We've made the Inc. 5000 fastest growing company list 9 times and we've been named one of the best places to work in Arizona. We offer 18 PTO & sick days (in addition to the week between Christmas and New Year's off) and 90% paid medical for you and yours. We take our work, but not ourselves, seriously and are looking for someone to join the team who is ready to make real impact.