Video & Multimedia Director

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Type: Full-Time
Salary: Salary Information Pay Grade: PSSAP Grade 30
Posted: 1 day ago
Application Due: 05/01/2026
Category: Multimedia and Audiovisual
Title: Video & Multimedia Director

Executive Area: University Relations

College/School/MBU: MarCom

Department: MarCom

Work Location: Amherst

Schedule: Full time

Work Arrangement: Hybrid

Job Summary

Reporting to the Executive Creative Director, the Video and Multimedia Content Director is a senior creative leader responsible for shaping the university's video strategy and producing compelling, audience-centered multimedia content that elevates the UMass Amherst brand. As a peer to the Editorial Director and Associate Creative Director, this role provides strategic direction, creative oversight, and operational leadership for all aspects of video production—from concept development through final delivery. The Director leads a team of videographers, editors, and multimedia specialists, oversees production workflows, manages project pipelines, and collaborates closely with MarCom leadership to ensure that video content advances institutional priorities. This position plays a key role in integrated campaign development, brand expression, and visual storytelling across digital, social, and broadcast platforms.

About University Relations

University Relations tells the impressive story of UMass Amherst: their faculty and their global research, their students who are preparing to lead, the hundreds of thousands of alumni who make the world a better place every day. The broad portfolio of University

Relations includes marketing and communications, media relations, government relations, community relations, event planning, economic development, and regional partnerships, and New England Public Media (NEPM)—the region's premier public radio station. University Relations harnesses the resources and expertise of these distinct entities in a coordinated and strategic way to ensure that the powerful message of the University of Massachusetts Amherst reaches all its varied audiences, both internal and external.

Essential Functions

Develop and lead the university's video and multimedia content strategy, development, and production in alignment with brand, marketing, and institutional goals. Provide creative direction and oversight for high-impact video projects, including brand films, campaign assets, student stories, research and innovation features, and other content designed to elevate institutional reputation. Collaborate with MarCom leadership (Editorial Director, Associate Creative Director, marketing strategists) to produce integrated, cross-platform storytelling. Ensure video content reflects brand identity, accessibility standards, and audience segmentation strategies. Drive innovation in multimedia production by exploring and integrating emerging technologies, such as AI-driven tools, new storytelling formats, and evolving digital platforms, to enhance creative impact and audience engagement. Lead, mentor, and supervise a video and multimedia content team, fostering a collaborative and innovative creative culture. Oversee project pipelines, ensuring efficient resource allocation, timelines, and quality control. Provide feedback and guidance across concepting, scripting, filming, editing, sound design, and finishing. Manage and direct freelance videographers, editors, animators, and production crews as needed. Direct all phases of the production process, including pre-production planning, storyboarding, scouting, scheduling, filming, and post-production editing. Maintain best practices for audio/visual equipment, workflows, data storage, and production technology. Oversee creation of multimedia assets including motion graphics, animation, and short-form social video content. Ensure all content is optimized for distribution across web, social media, digital advertising, and event platforms. Partner with internal clients and campus stakeholders to identify video needs, develop concepts, and execute high-quality productions. Work closely with marketing analysts to evaluate performance and optimize future content. Coordinate with the Editorial Director to integrate scripts, storylines, and narrative structure. Collaborate with the Associate Creative Director to maintain visual consistency across platforms. Uphold and evolve the university's visual and narrative brand standards through video and multimedia content. Champion accessibility, including captioning, inclusive representation, and ADA compliance for video assets. Maintain credibility and trust with campus partners through high-quality production and creative excellence.

Other Functions

Perform other duties as assigned.

Minimum Qualifications

Bachelor's degree in film production, multimedia, communications, or a related field. 8–10 years of progressive experience in video production, filmmaking, or multimedia storytelling; portfolio/reel. Demonstrated experience leading creative teams and managing multiple, concurrent productions. Strong expertise in cinematography, lighting, editing, sound design, and color correction. Advanced proficiency with industry-standard tools (e.g., Adobe Premiere Pro, After Effects, DaVinci Resolve, Audition). Experience developing video strategy and producing content for web, social media, digital campaigns, and live events. Strong project management skills with the ability to prioritize, delegate, and operate in a fast-paced environment. Excellent communication and interpersonal skills with the ability to collaborate effectively across teams. Demonstrated commitment to inclusive storytelling, accessibility, and representing diverse audiences.

Preferred Qualifications

Experience in higher education, nonprofit, or mission-driven organizations. Experience with animation, motion design, or 3D graphics. Experience integrating video content into CRM or marketing automation platforms. Knowledge of digital analytics tools related to video performance.

Working Conditions

Work is performed in a standard office or indoor university environment and involves minimal physical exertion.

Work Schedule and Work Arrangement

M-F 8am - 5p

This position has the opportunity for a hybrid work schedule, which is defined by the University as an arrangement where an employee's work is regularly performed at a location other than the campus workspace for a portion of the week. As this position falls within the Professional Staff Union, it is subject to the terms and conditions of the Professional Staff Union collective bargaining agreement.

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Click here to view the Professional Staff Hiring Ranges

Special Instructions for Applicants

Along with the application please submit a resume and portfolio. References will be checked at the finalist stage. Please be prepared to provide contact information for three (3) professional references.

This position will remain open for the time period required by any applicable collective bargaining agreement and will continue until a suitable candidate pool is identified. Interested applicants are strongly encouraged to apply early.

Related Searches:

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