

<b>Job Title:</b>	Website and App Coordinator	<b>Job Class:</b>	Coordinators
<b>Division:</b>	Marketing	<b>Department:</b>	Marketing
<b>Reports To:</b>	Director, Marketing	<b>Term:</b>	N/A
<b>Job Description</b>			
<p><b>Position Summary:</b></p> <p>The Video Content Coordinator is responsible for planning, producing, editing, and distributing high-quality video content that supports Pride Winnipeg's brand, marketing initiatives, and community engagement goals. This role ensures all video assets reflect the organization's mission and values, engage audiences across multiple platforms, and contribute to the overall visibility and impact of Pride Winnipeg.</p> <p><b><u>Duties &amp; Responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>● Plan, film, and edit video content for Pride Winnipeg's marketing campaigns, events, website, and social media channels.</li> <li>● Collaborate with the Marketing Director to align video projects with overall marketing strategies and organizational goals.</li> <li>● Maintain a consistent brand voice and visual identity across all video content.</li> <li>● Capture event footage, interviews, and behind-the-scenes material to highlight Pride Winnipeg's programs and community impact.</li> <li>● Optimize videos for multiple platforms, including YouTube, Instagram, Facebook, and the Pride Winnipeg website.</li> <li>● Implement closed captioning and accessibility best practices for all video content.</li> <li>● Organize and maintain a digital video library, ensuring files are backed up and easily accessible.</li> <li>● Stay current with video production trends, emerging technologies, and creative techniques to keep content fresh and engaging.</li> <li>● Support live streaming of Pride Winnipeg events when needed.</li> </ul> <p><b><u>Skills/Qualifications:</u></b></p> <ul style="list-style-type: none"> <li>● Proven experience in video production, including filming, editing, and post-production.</li> <li>● Proficiency with video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.</li> <li>● Strong storytelling skills and ability to create engaging, audience-focused content.</li> <li>● Familiarity with motion graphics software (e.g., Adobe After Effects) is an asset.</li> <li>● Knowledge of social media platforms, trends, and best practices for video content optimization.</li> <li>● Ability to operate video cameras, lighting, and audio equipment.</li> <li>● Strong organizational skills with the ability to manage multiple projects and meet deadlines.</li> <li>● Understanding of accessibility standards for video content, including closed captioning.</li> <li>● Strong communication and teamwork skills to collaborate effectively across departments.</li> <li>● Experience with live streaming and event coverage is an asset.</li> </ul>			



## Pride Winnipeg Festival

Last Updated On:	08-14-2025	Updated By:	Brittney Frias
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