

EMPLOYMENT OPPORTUNITY – INTERNAL TO CUNY ONLY

Multimedia Production Specialist (Photographer/Videographer) – Office of Communications (HEa)
INTERNAL TO CUNY ONLY

Job ID

31710

Location

NYC College of Technology

Full/Part Time

Full-Time

Regular/Temporary

Regular

POSITION DETAILS

New York City College of Technology (City Tech), a senior college of the City University of New York (CUNY), located in Downtown Brooklyn, seeks a creative and versatile Multimedia Production Specialist (Photographer/Videographer) to join its Communications and Marketing team. This role is essential in visually conveying the scope of programs, diversity, and community of City Tech to a broad audience, including prospective students, current students, faculty, alumni, and the greater NYC community.

The Multimedia Production Specialist (Photographer/Videographer) is a skilled visual storyteller who is comfortable capturing both candid moments and staged scenes, has a strong eye for composition and detail, and understands how to tailor visual content to support strategic marketing and communication goals. This position requires collaboration, initiative, and the ability to manage multiple projects in a dynamic environment.

Reporting to the Director of Communications and Marketing, the key responsibilities of the role include, but are not limited to:

- Photograph and film academic programs, student life, faculty research, events, and other aspects of campus life that highlight the City Tech experience.
- Coordinate and conduct regularly scheduled professional headshot sessions for faculty and staff. Manage post-production, approval workflow through final delivery to web team.
- Plan, shoot, and edit high-quality photo and video content for use in digital campaigns, social media, web, email marketing, print materials and internal communications.
- Provide on-site coverage for campus-wide events such as Open House, Commencement, student showcases, guest lectures, and other high-visibility activities.
- Work closely with the Communications team as well as academic and administrative departments to develop compelling visual stories aligned with the college's brand and strategic priorities.

- Edit photography and video footage using Adobe Creative Suite and Lightroom to meet brand, accessibility, and technical standards. Add music, motion graphics, captions, and other elements as needed.
- Maintain an organized digital library of photos and videos, ensuring all assets are labeled/tagged, archived, and accessible for future use.
- Uphold City Tech’s visual identity guidelines in all visual content, ensuring consistent messaging and tone across platforms.
- Stay up to date with photography and videography trends, tools, and best practices—especially in higher education marketing and social media content creation.
- Take creative direction and independently execute visual concepts with minimal oversight, delivering results that align with strategic goals and brand standards.
- Assist in developing creative concepts and storyboarding for larger campaigns or projects.
- Hire and direct freelance videographers/photographers as needed.

QUALIFICATIONS

MINIMUM QUALIFICATIONS

Bachelor's degree and four years' related experience required.

PREFERRED QUALIFICATIONS

- Degree in Photography, Film, Media or related field.
- A minimum of 5 years of professional experience in photography and videography, preferably in higher education or a nonprofit/public-facing organization, is highly desirable.
- Proficiency with DSLR cameras, audio equipment, lighting setups, and stabilizers.
- Strong skills in Adobe Creative Cloud, especially Lightroom, Photoshop, Premiere Pro, and After Effects.
- A well-rounded portfolio that demonstrates creative vision and technical proficiency in both photo and video work.
- Excellent interpersonal and project management skills, with the ability to work independently and collaboratively.
- Experience working within CUNY or other large public institutions.
- Familiarity with social media content creation, including short-form vertical video.
- Basic understanding of accessibility best practices for visual content.

CUNY TITLE OVERVIEW

Provides expertise in digital and visual communications to support and advance the College's multimedia presence.

- Researches and identifies new multimedia platforms that advance College programs and initiatives
- Works closely with management to understand and produce effective message elements
- Creates and aligns various communication work products such as video, digital formats, layouts, graphics, web pages, and microsites to ensure consistency and effective messaging

- Assesses, enhances and manages the user experience on digital platforms including social media
- Collaborates with graphic designers, webmasters, and other information technology professionals to create comprehensive broadcast and multimedia communications
- Procures required internal and external resources and services and manages their utilization
- Performs related duties as assigned.

CUNY TITLE

Higher Education Assistant

FLSA

Exempt

COMPENSATION AND BENEFITS

\$86,741 to \$94,909. Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

**Internal to CUNY Only*

Use the Careers section of Employee Self Service to browse and apply for a position on the CUNYfirst system, using your existing User Name and Password.

Applicants should submit a cover letter, resume and include a link to a professional portfolio.

CLOSING DATE

Open until filled, with review of applications to begin on or after February 16, 2026.

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.