

## Marketing Multimedia Specialist

Pierce Group Benefits (PGB) is a full-service employee benefits brokerage firm that designs and communicates comprehensive benefit packages for large employers in the North Carolina, South Carolina, and Virginia Public Sector markets.

We are currently searching for a creative, zealous, and intermediately experienced individual with excellent communication, organization, and multi-tasking skills to join our Marketing team as the Multimedia Specialist.

**60% of this position is remote with 2 days a week in-office for department collaboration. A company-issued laptop will be provided for use in- and out-of-office. Please keep your commute in mind when applying for this position as it is NOT fully remote.**

The Multimedia Specialist's responsibilities include, but are not limited to:

- Conceives and develops creative solutions for addressing sales and client initiatives, and strategic goals through audiovisual assets.
- Generates ideas for video projects for internal and external use
- Executes shoots on site/on location including audio, camera operation and talent directions. Additionally handles assignments requiring lighting, multi-location, creativity, audio, custom graphics, and animation.
- Conducts interviews with staff as well as clients and ensures that valuable footage and sound bites are captured.
- Plans and performs video post-production tasks, including reviewing footage, making editorial decisions, rough cuts, audio adjustments, color correction, adding photographs, motion pictures, motion graphics, animation, audio and music, and final editing; utilizes computer graphics and special effects for video post-production in accordance with the overall production concepts; compresses/encodes video projects for output; makes video products available in a variety of formats; observes brand standards, ensures consistency and relevancy to production; and monitors technical quality of end product.
- Produces educational, instructional, or event-based videos as requested including defining objectives, shooting in studio and remote locations, conversion of existing video formats for video editing, etc.
- Stays informed about the current state of and future advances in video production technology and video distribution

Requirements:

- Two- or four-year degree in Marketing, Business, Film/Cinema/Photography/Design or equivalent, actively working towards either is equitable
- Minimum two (2) years of experience
- Proficiency with Microsoft suite — Word, Excel, PowerPoint, Outlook, and Teams
- Exceptional audio and video production abilities; proficiency in audio, video and multimedia hardware and software required

- Experience using the Adobe Creative Suite (Premiere, Audition, Final Cut Pro, After Effects) and Animated Video Software (GoAnimate, Vyond, etc.)
- Good understanding of video and marketing principles
- Animation design skills are a plus
- Demonstrated ability to work independently on multiple assignments and to work collaboratively within a team required
- Excellent grammar, writing, and editing skills with high attention to detail
- Effective communicator across multiple channels/mediums
- Demonstrable ability to multi-task and adhere to deadlines
- Excellent project planning, tracking and organization skills

**Pierce Group Benefits offers a variety of benefit options including health, dental, vision, life insurance, disability benefits, 401k retirement benefits, and additional supplemental benefits, as well as paid holidays and three (3) weeks of paid time off.**

If you are interested in this position, please send your resume along with a cover letter to [jobs@piercgroupbenefits.com](mailto:jobs@piercgroupbenefits.com).