

## **MACLA/Movimiento de Arte y Cultura Latino Americana**

### **Video Producer & Mentor**

**Video Producer & Mentor** – MACLA/Movimiento de Arte y Cultura Latino Americana is seeking a collaborative and enthusiastic Video Producer & Mentor who is interested in leading a new social enterprise program that will develop outside sales and produce commercial videos to generate revenue while providing real-time training to youth.

**MACLA/Movimiento de Arte y Cultura Latino Americana** is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art in order to engage people in civic dialogue and community transformation.

#### **Program Description:**

The Video Producer & Mentor works to create commercial videos for socially minded companies, that are produced by staff & youth who have graduated from MACLA's youth program. The Digital Media Culture Studio (DMC) is an afterschool arts education program dedicated to mentoring youth (ages 13-19) in skill development through multi-media productions. The Video Producer & Mentor will proactively seek outside sales, produce commercial videos and support youth workforce development.

The Video Producer & Mentor will create outreach videos for this new program that aligns with MACLA's mission and strategic priorities. This full time position is perfect for someone who understands outside sales, video production and support youth workforce development.

We are looking for an enthusiastic video producer who is able to "get" MACLA and its niche in the arts ecology. The ideal candidate is highly organized, has an entrepreneurial mindset along with experience in video production. You enjoy both the administrative and creative aspect of program development, work collaboratively with interns, staff, artists, youth, and the general public.

#### **The Video Producer & Mentor will:**

- Lead sales for a commercial video production business
- Develop new business relationships, deliver contract projects on time and on budget
- Grow and maintain a customer base
- Serve as lead staff for pre-production, production, post-production, to final cut
- Understand client goals, timelines and budget
- Maintain project pipeline and activity records using Salesforce Lightning
- Collaborate with Youth Development & Production Coordinator to develop project timeline, budget, and process for storyboard and/or script
- Oversee maintenance and production equipment
- Participate in client reviews and complete revisions in a timely manner
- Provide technical support and mentorship to students and interns
- Organize and archive video projects

#### **Overall MACLA:**

- Support fund development efforts, including grants and reporting, program previews and donor cultivation events
- Participate in ongoing key staff and budget planning meetings, as well as strategic planning, facility planning and Board meetings as needed
- Attend staff meetings, conferences and peer learning networks on MACLA's behalf
- Support other MACLA programs as needed

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**Video Producer & Mentor**

**Qualifications:**

- A Bachelor's degree or at least 4 years of video experience, including proficiency with camera lighting, audio, and both Adobe Premier and Final Cut Pro editing software
- Sales experience with excellent customer service
- Proficiency in Microsoft Office 365, Salesforce Lightning and experience with social media platforms
- A professional and resourceful style; the ability to work under pressure
- Have initiative and drive with the ability to handle multiple responsibilities independently and as a team player, and open to feedback, and set priorities
- A natural storyteller able to quickly construct a compelling narrative from available footage
- Attention to details; skilled in keeping track of project status & deadlines
- Ability to collaborate with youth on video productions
- Strong writing, editing & proofreading skills along with excellent oral communication skills
- Bilingual (Spanish/English) a plus
- Willing to learn and understand organizational culture of MACLA and to focus on strengths
- Good-natured, flexible with the ability to work under pressure, and exceptional customer service
- Have a growth mindset and interested in personal/professional development
- Valid CA Driver's License and access to a vehicle
- Ability to lift 25lbs. at a minimum

The Video Producer & Mentor is a full-time, non-exempt position that reports to the Youth Development & Production Coordinator and will work collaboratively with all staff members.

**Compensation:**

The annual salary for the Video Producer & Mentor is \$43K - \$48K depending on experience. MACLA offers a competitive benefits package which includes medical (Kaiser Permanente), dental (Blue Shield), paid holidays, vacation and sick time, along with professional development resources.

**To apply**, send the following to [HR@maclaarte.org](mailto:HR@maclaarte.org) with **Video Producer & Mentor** in the subject line.

- Cover Letter (specifically state how your experience and skills relate to the position)
- Résumé
- Video portfolio (links to 2-3 videos)
- 3 Professional references

**Application deadline:** Until position is filled

Due to the high volume of interest, regrettably, we cannot respond to individual applicants. If you are selected as a potential candidate, MACLA will contact you to schedule an interview. **No phone calls please.**

*MACLA/Movimiento de Arte y Cultura Latino Americana is an Affirmative Action, Equal Opportunity Employer. Applicants will be considered regardless of age, race, color, religion, national origin, sexual orientation, genetics, gender identity or expression, disability status, familial status or veteran status. MACLA is committed to building, strengthening, and maintains a diverse workforce and strongly encourages those who self-identify as persons of color, Indigenous persons, disabled and LGBTQIA to apply.*