



温州肯恩大学
WENZHOU-KEAN UNIVERSITY

岗位说明书——影像及视觉传达岗位

所属部门：媒体与设计中心

汇报机制:媒体中心负责人

岗位职责：

1. 独立承担学校日常活动、一般宣传片的摄像、摄影工作，以及图片处理、视频编辑、视频美工、后期制作、宣传物料设计等工作内容。
2. 独立策划短视频、栏目、宣传片等，承担宣传片文案、脚本的撰写。
3. 定期收集并整理学校影像素材，建立学校影像素材库。
4. 负责部门视频设备的维护和管理。
5. 带领并指导学生影像团队制作影像作品。
6. 年度视频制作计划的提报、视频制作费用的管控。
7. 承担其他和影像、视觉传达有关的工作。
8. 完成交办的其他工作。

必备条件：

1. 硕士或本科且有相关中级职称。
2. 精通 PR、AE、AI、Ps、Final cut 等影像制作软件。
3. 有较强的美术功底、审美和色彩把握能力。
4. 有较强的文字撰写、编辑、整合能力、创意能力、敏锐的信息捕捉、分析能力。
5. 熟悉视频节目/栏目/频道/专题/资料的策划、制作和维护。
6. 具有良好的英语听说读写能力。

优先条件：

1. 具有海外学习和工作经验的优先。
2. 编导、影视制作、设计、广播电视、网络编辑等相关专业优先。



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Job Description - Image and visual communication

Department: Media and Design Center Report to: Media Center Senior Coordinator

Responsibilities:

1. Independently undertake the shooting and photography work of daily campus events, as well as image processing, video editing, video art, post production, promotional material design etc.
2. Independently plan short videos, columns, promotional films, etc., and be responsible for the writing of scripts.
3. Regularly sort out campus image materials and establish an image material library.
4. Responsible for the maintenance and management of video equipment.
5. Lead and guide the student image team to produce image works.
6. Responsible for proposing the annual video production plan and control the video production expenses.
7. Undertake other work related to image and visual communication.
8. Other missions assigned by the department.

Required Qualification:

1. Master's degree or bachelor's degree with intermediate professional title of relevant skills.
2. Proficient in PR, AE, AI, PS, final cut and other image production software.
3. Have strong art skills, aesthetic and color grasp ability.
4. Strong writing, editing, integration, creativity, keen information capture and analysis ability.
5. Familiar with the planning, production and maintenance of video programs / columns / channels / topics / materials.
6. Good English listening, speaking, reading and writing skills.

Preferred:

1. Oversea working or learning experience is preferred.
2. Specialties in editing and directing, film and television production, design, radio and television, network editing, etc. are preferred.