

Digital Media Producer and Editor (Part-Time)

The CUNY SPH Office of Marketing is seeking a part-time Digital Media Producer and Editor to lead the planning, production, and post-production of high-quality video content that supports recruitment, brand storytelling, and institutional marketing goals. This role is responsible for managing video projects end-to-end, from concept development and filming through editing and final delivery, while collaborating closely with Admissions, Communications, faculty, students, and external partners. The position requires a creative, organized producer with strong technical and storytelling skills who can translate complex public health stories into compelling visual content across digital platforms.

DUTIES

- Plan, produce, shoot, and edit high-quality video content that supports the school's presence across all digital platforms.
- Shoot and edit interviews, b-roll, and short-form, performance-driven video content for social and digital marketing, websites, YouTube, and more.
- Capture photo and video content for on-campus and citywide events and projects.
- Organize, archive, and manage video assets to support efficient reuse and long-term content strategy.
- Create motion graphics, animated text, transitions, and visual elements to enhance video content.
- Operate, set up, and troubleshoot cameras, tripods, lighting, and audio equipment across a variety of shooting locations and environments.
- Create or assist with scriptwriting and storyboards that clearly define messaging, narrative flow, and visual direction across various content
- Apply motion graphics, animated text, and visual elements to enhance storytelling and maintain brand consistency.

QUALIFICATIONS

- Bachelor's degree in Film, Television, Communications, or a related field, plus 4 years of related experience.
- Strong portfolio featuring high-quality, engaging video content, particularly short-form and social-first formats.
- Proficiency with video editing and motion graphics tools (Adobe Premiere Pro, After Effects, Final Cut Pro, etc.).
- Excellent understanding of visual storytelling, pacing, formatting, and narrative structure across digital platforms.
- Proficiency in operating various video equipment (Canon EOS 90D, Sony FX 3, tripod, lighting, audio devices, etc.)
- Strong understanding of digital advertising platforms, audience behavior, and how video creative affects performance metrics.
- Ability to manage multiple projects in a fast-paced, deadline-driven environment with strong attention to detail.
- Good understanding of AI software and toolkits (Adobe Sensei, VEO, Sora, Runway ML, Descript, Synthesia, etc.)
- Ability to establish priorities, work independently, and meet objectives in a timely manner
- Meticulous attention to detail.
- Strong familiarity with and interest in public health is preferred.

COMPENSATION

- \$51.76-\$66.89 per hour
- Maximum 19 hours a week

TO APPLY

Email your resume, cover letter, and portfolio to Besnik Berisha, Director of Marketing at besnik.berisha@sph.cuny.edu.

Use "Digital Media Producer and Editor – Job Application – Your Name" as the subject line.

Deadline to submit application: March 25, 2026

Applications will be reviewed on a rolling basis.