

Digital Media Specialist & Videographer

Position Description: Double Dan Horsemanship & the International Liberty Horse Association are seeking a talented videographer and digital media specialist with a passion for horses. This new position will involve filming and editing video content for social media, memberships, educational content and sales videos. This person will also be responsible for managing the IT side of marketing campaigns, CRM, funnels, online education, etc. The ideal candidate is creative, understands both horses and digital media and has good communication skills. (All video equipment & software are provided.)

Responsibilities:

- Video Production
 - Produce, shoot, and edit multimedia (audio/video) content
 - Collaborate closely with business owners to help facilitate the creation of multimedia content
 - Assist in video shoots through camera, sound and lighting
 - Record and edit video and sound projects, including capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music and/or voice-overs
 - Manage video libraries and archives
- Social Media
 - Content creation & scheduling
- Marketing
 - Design & implement marketing campaigns
 - Funnels & CRM software management
 - Conduct competitive analysis & market research
 - Multiple platform development
- Website Management
 - Update websites
 - Monitor websites & plug ins for functionality
- Online education & systems
 - Design landing pages & supplemental materials
 - Create & monitor offers
 - Develop automated systems

Required Professional Experience/Skills (ideal applicant must possess all of these):

1. Experience videoing & editing
2. Strong understanding of video industry standards, formats and media management
3. Strong organization & communication skills
4. Good understanding of horses and the horse industry
5. Strong motivation to learn & grow
6. Ability to troubleshoot
7. Able to work both independently & as a team

Preferred skills (ideal applicant may possess one of more of these):

1. Knowledge of Double Dan Horsemanship & Liberty horsemanship
2. Strong and current marketing experience
3. Experience with editing software such as Final-cut Pro, Adobe Premiere Pro, etc.
4. Experience with Infusionsoft, Click Funnels, and/or Kajabi

Compensation:

1. Competitive salary
2. Housing available
3. Professional development allowance included

Benefits

- Opportunity to gain video and marketing experience with both an established company and a new one
- Large following for high visibility of projects
- Opportunity to live and work on a horse farm in Lexington, Kentucky
- Opportunity to work in an environment that values & rewards creativity
- Out of the box thinking & new ideas always encouraged

May 12, 2021

Dear Potential Applicant,

Thank you for your interest in this position. Our companies - Double Dan Horsemanship, the International Liberty Horse Association, and our farm the Australian Equine Performance Center – are all experiencing growth and with that comes the exciting opportunity to expand our team.

We are currently seeking a full time Digital Media Specialist with an emphasis on video production. This position will be divided into approximately 50% filming, editing & producing video content and approximately 50% on business management & marketing. The ideal candidate must have some video experience *and* some level of experience with horses.

This is a full time position located in Lexington, Kentucky that includes a competitive salary, funds for professional development, on-site housing.

If you feel you would be a good fit and are interested in joining our team please complete the following application by Sunday, May 23rd.

[LINK](#)

We look forward to reviewing your application.

Cheers,

Dan & Elizabeth James

