



LeadMN Video Production Associate Position

Position Description

Hours: Part-time/ contract position from August to May; some weekend and evening hours for LeadMN events are required

Compensation: \$18/ hour; 40 hours a month/ 200 hours per semester

Location: Remote/hybrid position

Reports to: Communications Director

Position Roles and Responsibilities

The LeadMN Video Production Associate supports LeadMN's communications and marketing efforts by producing engaging, student-centered video content for digital platforms. The associate will gain experience in developing narrative concepts, scripts, storyboarding, filming, and editing footage.

The Video Production Associate will receive leadership training, and gain hands-on experience in digital storytelling, short and long-form content creation while contributing ideas to the organization's communications strategies.

Responsibilities of the LeadMN Video Production Associate:

- Assist in planning, filming, and editing short and long-form video content
- Create videos for social media, email campaigns, and the LeadMN website
- Support storytelling efforts by capturing student voices, testimonials, and event activities and highlights
- Collaborate with the Communications Director, Advocacy and Organizing Teams to create video ideas aligned with LeadMN marketing and policy campaigns
- Edit video content using provided brand guidelines and accessibility best practices
- Help organize and manage video assets and archive
- Attend LeadMN's Incoming Leadership Training session in August at the LeadMN Office in West St. Paul
- Attend LeadMN's Fall and Spring General Assemblies to capture content
 - Attend additional LeadMN events as able to capture content
- Attend at least 2 LeadMN campus visits each semester

- Review campaign performance and use analytics to adjust video content strategy, engagement, and narratives
- Meet weekly/bi-weekly with the Communications Director

Skills and Benefits You Will Gain

- End-to-end video production (pre-production, filming, editing, and publishing)
- Storytelling techniques for advocacy, nonprofit, and student-focused audiences
- Experience creating content for social media and marketing campaigns
- Collaboration with a small team in a professional non-profit environment
- Understanding of brand voice and accessibility
- Gain practice in inclusive and responsible storytelling techniques
- Learn how to use data to tailor content strategy
- Portfolio-ready video projects and professional references successful completion of this position
- Mileage reimbursement
- Lodging for required LeadMN Events
- Skills and training in Adobe Premiere Pro, Canva, and other editing software provided by LeadMN

Qualifications

- Currently enrolled for at least one credit at a 2-year Minnesota State Community or Technical College
- Interest or major in video production, media studies, journalism, marketing, communications, or related field
- Basic experience with video editing software (Adobe Premiere Pro, Canva)
- Familiarity with social media platforms and video formats
- Strong storytelling skills (preferably through digital mediums)
- Creative thinker with strong attention to details
- Ability to work independently, meet deadlines, and communicate effectively in a remote or hybrid work environment
- Personal computer and phone/camera that shoots high-quality video
- Ability to set consistent working hours each semester with 3 hours a week during Monday - Friday, 9am to 5pm for staff and associate collaboration and communication
- Personal qualities of integrity, credibility and commitment to remaining non-partisan while carrying out LeadMN work responsibilities and engaging with stakeholders
- Interest in student leadership, advocacy, or nonprofit work is a plus

About LeadMN

LeadMN represents over 100,000 students across Minnesota's 48 public technical and two-year colleges. We work to ensure accessible, affordable, and high-quality public higher education. Through leadership development, advocacy, scholarships, and statewide collaboration, LeadMN empowers students to lead and succeed.

Our four program pillars—Leadership, Empowerment, Success, and Driving Change—provide students with the skills and confidence to achieve long-term personal and professional growth.

To Apply

Complete the application form and attach a resume and cover letter. If you have any work samples you would like to include, please email them to Communications Director Andrea Tritschler at andrea@leadmn.org and include your name and the position.