Volunteer Opportunity Description: **Photographer/Videographer**

**Description/Purpose**

Take photos and videos for a variety of social media platforms

**Responsibilities/Tasks**

Use a variety of equipment (camera, video camera, iPad). Visit all areas of the Arboretum to shoot images suitable for Instagram, Pinterest and Facebook. Off load photos from camera and video footage from video camera, name with identifying names and save to the Arboretum server. Email marketing personnel when images are available.

**Required Skills**

Photography and videography experience/background.

**Time Commitment and Schedule Details**

One hour of training up front with Marketing staff. Ideal schedule would be once or twice per week, 3-4 hours each day.

**Benefits/Impact**

Social media is becoming a much larger part of what our Marketing team does here at the Arboretum. Its reach to a new and younger patron is increasingly important as we build our brand and audience while trying to capture more diverse demographics. But social media also takes time to do right. Having a volunteer photographer/videographer on staff would provide professional images and clips, while easing the work load of a very busy department.

**Work Environment:**

<table>
<thead>
<tr>
<th>Indoors</th>
<th>Varying weather conditions</th>
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<tbody>
<tr>
<td>Outdoors</td>
<td>Walking through different terrains</td>
</tr>
<tr>
<td>Sitting</td>
<td>Working individually</td>
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<tr>
<td>Standing</td>
<td>Working as part of a team</td>
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**How to Apply for this Opportunity**

If you are currently an Arboretum Volunteer and would like to apply for this opportunity, please contact the supervisor and set up an interview.

**Staff Supervisor & Contact Information**

Judy Hohmann, Marketing Manager, [jhohmann@umn.edu](mailto:jhohmann@umn.edu), (612)301-1260.
All Arboretum Volunteer opportunities are reserved for registered and active Arboretum Volunteers. All volunteers go through an orientation and screening process prior to applying for opportunities. Learn HOW TO BECOME A VOLUNTEER or call the Volunteer Center at 612-301-1203 to get started.