

Job Title: Multimedia Content Producer

(Videographer)

Department: Enterprise Communications**Reports To:** Enterprise Communications Manager**Pay Status:** Exempt**Location:** Main Office**Job Status:** Full-Time**Job Grade:** 603**Work Setting:** On-Site**Date Created/Updated:** 9/29/2025

Position Summary

New Braunfels Utilities (NBU) is seeking a versatile and creative Multimedia Content Producer to capture and share compelling narratives that highlight our people, services and community impact. This role will lead video and photography projects from concept through final delivery, collaborating across departments to produce high-quality content for internal and external audiences. The ideal candidate will combine strong visual storytelling, journalistic skills and technical expertise to help make the complex world of electric, water and wastewater public utilities feel human and relatable to our customers and to drive engagement within the organization.

Essential Duties & Responsibilities**Storytelling and Content Creation**

- Research and develop stories that showcase NBU's employees, services, customers and community initiatives.
- Conduct interviews that uncover authentic voices and perspectives, applying journalistic principles of accuracy and objectivity.
- Write scripts, outlines and storyboards that guide both video and photography projects.
- Shape content for diverse audiences and platforms, ensuring messaging is clear, relatable and aligned with NBU's brand values.
- Collaborate across departments to identify opportunities for storytelling that support communication and engagement goals.

Video Production and Photography

- Oversee the full production process, from concept development to final delivery.
- Plan shoots, develop shot lists and prepare equipment.
- Operate cameras, lighting, and audio equipment for both controlled settings and dynamic, on-location shoots.
- Capture high-quality video footage and authentic brand-aligned still photos of employees, events and field operations.
- Direct and/or participate in interviews.
- Ensure technical quality and consistency.

Post-Production & Editing

- Review and log raw footage to identify the strongest content.
- Edit video with proper sequencing, pacing and tone.
- Apply photo editing, retouching and color correction to deliver polished still images.
- Enhance projects with motion graphics, on-screen visual elements, audio balancing and sound clean up.
- Adapt multimedia content for various platforms (social media, websites, intranet, presentations)
- Maintain a digital content archive of video and photography assets for long-term use.

Collaboration and Strategic Support

- Collaborate with other departments and the Enterprise Communications team members to develop content that supports NBU's goals.
- Work with HR on recruitment and employee engagement videos and photography.
- Support Executive Communication goals.
- Works under limited supervision, with considerable latitude for the use of initiative and independent judgement.

- Attends a variety of NBU-related events and on-site with NBU crews to capture video and photographic content for promotional, educational and programmatic purposes.
- Performs other duties as assigned.

General Responsibilities

- Maintain regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines.
- Adhere to NBU safety guidelines and practices at all times.
- Maintain a clean work area, office, field site and vehicle, as applicable.
- Develop and maintain effective customer service skills for communications with co-workers, customers and the public in general.
- Maintain strict confidentiality of business, employee and customer information in written and oral communications and safeguard sensitive documents.
- Adhere to NBU policies and procedures.
- Exemplify NBU Core Values of Integrity, Stewardship, Team, Culture and Safety.
- Participate in and support initiatives to reach annual NBU Performance Measures.

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Production, Multimedia Arts, Communications, or Other
Related Degree

Work Experience Time Frame: Three Years or More

Field of Study: Broadcast Journalism, Digital Media

Other: Associate's or Bachelor's Degree preferred
but not required.

Certification and Licensures Requirements

Valid Texas Driver's License

Other Minimum Qualifications

Qualifications:

- Strong written and verbal communication skills.
- Ability to exercise poise, tact, diplomacy and an ability to establish and maintain positive, professional relationships with internal/external customers.
- Possess a positive attitude, be proactive and work well in a fast-paced, deadline-driven environment.
- Be organized, flexible and able to effectively prioritize workload.
- Ability to responsibly handle sensitive and confidential information and situations and adhere to applicable laws/statutes/policies related to access, maintenance and dissemination of information.
- Availability for after-hours, weekends and emergency work, as needed.

Preferred Qualifications:

- Former multimedia journalist experience.
- Knowledge of government communications.
- Drone operator.

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
ArcGIS	☒	☐	☐	☐
AutoCAD	☒	☐	☐	☐

Crystal Reports	☒	☐	☐	☐
Microsoft Access	☒	☐	☐	☐
Microsoft Excel	☐	☒	☐	☐
Microsoft Word	☐	☐	☒	☐
Microsoft Publisher	☐	☐	☒	☐
Microsoft PowerPoint	☐	☐	☒	☐

Other Software Knowledge

Adobe Creative Cloud Preferred, specifically InDesign

Experience with Machines, Tools, Equipment and Other Work Aids

Camera and video and sound equipment.

Physical Demands

Standing: Frequently

- ☒ Making Presentations
- ☒ Observing Work Sites
- ☒ Observing Work Duties
- ☒ Communication with Co-Workers

Fine Dexterity: Constantly

- ☒ Computer Keyboard
- ☒ Telephone Keypad
- ☒ Calculator
- ☐ Calibrating Equipment

Walking: Frequently

- ☒ To Other Departments/Office/Office Equipment
- ☒ Around Worksite

Lifting: Frequently

- ☒ Supplies
- ☒ Equipment
- ☒ Files

Carrying: Frequently

- ☒ Supplies
- ☒ Equipment
- ☒ Files

Sitting: Frequently

- ☒ Desk Work
- ☒ Meetings
- ☒ Driving

Reaching: Frequently

- ☒ For Supplies

- ☒ For Files

Handling: Constantly

- ☒ Paperwork
- ☐ Monies

Kneeling: Frequently

- ☒ Filing in Lower Drawers
- ☒ Retrieving Items from Lower Shelves/Ground

Pushing/Pulling: Occasionally

- ☒ File Drawers
- ☒ Equipment
- ☒ Table and Chairs
- ☐ Hose

Climbing: Frequently

- ☒ Stairs
- ☒ Ladder
- ☒ Step Stool
- ☒ Onto Equipment

Vision: Constantly

- ☒ Reading
- ☒ Computer Screen
- ☒ Driving
- ☒ Observing Worksite

Foot Controls: Occasionally

- ☒ Driving
- ☐ Operating Heavy Equipment
- ☐ Dictaphone

Balancing: Occasionally

- ☒ On Ladder
- ☒ On Equipment
- ☒ On Step Stool

Bending: Frequently

- ☒ Filing in Lower Drawers
- ☒ Retrieving Items from Lower Shelves/Ground
- ☐ Making Repairs

Crouching: Frequently

- ☒ Filing in Lower Drawers
- ☒ Retrieving Items from Lower Shelves/Ground

Crawling: Occasionally

Other: [Click or tap here to enter text.](#)

☒ Under Equipment

☐ Inside Attics/Pipes/Ditches

Hearing: Constantly

- ☒ Communication Via Telephone/Radio/To Co-Workers/Public
- ☒ Listening to Equipment

Twisting: Frequently

- ☒ From Computer to Telephone
- ☒ Getting Inside Vehicle

Talking: Constantly

- ☒ Communication Via Telephone/Radio/To-Co-Workers/Public

Environmental Factors

	Never	Seasonally	Several Times Per Year	Several Times Per Month	Several Times Per Week	Daily
Extreme Temperature (Heat, cold, extreme temp. change)	☐	☐	☐	☐	☒	☐
Wetness and/or humidity (bodily discomfort from moisture)	☐	☐	☐	☐	☒	☐
Respiratory Hazards (Fumes, gases, chemicals, dust, and dirt)	☒	☐	☐	☐	☐	☐
Noise and Vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐	☐
Physical Hazards (High voltage, dangerous machinery, aggressive Customers)	☒	☐	☐	☐	☐	☐

Health and Safety Conditions

	Never (Never Occurs)	Rarely (Less than 1 hour per week)	Occasionally (1/3 or more of the time)	Frequently (From 1/3 to 2/3 of the time)	Constantly (2/3 or more of the time)
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Mechanical Hazards	☒	☐	☐	☐	☐
Chemical Hazards	☒	☐	☐	☐	☐
Electrical Hazards	☒	☐	☐	☐	☐
Fire Hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable Diseases	☐	☒	☐	☐	☐
Physical Danger or Abuse	☒	☐	☐	☐	☐

Other: Click or tap here to enter text.

Primary Work Environment: Other (Specify Below)

Other: In order to capture video footage, the role requires frequent travel to field or off-site locations. Concept, script writing and editing can all be done in an office setting.

Overall Strength Demands

- ☐ Sedentary - Exerting up to 10 pounds occasionally or negligible weight frequently, mostly sitting
- ☐ Light - Exerting up to 20 pounds occasionally, 10 pounds frequently, walking or standing often
- ☒ Medium - Exerting 20 - 50 pounds occasionally, 10 - 25 pounds frequently, or 10 pounds constantly
- ☐ Heavy - Exerting 50 - 100 pounds occasionally, 25 - 50 pounds frequently, or 10 - 20 pounds constantly
- ☐ Very Heavy - Exerting 50 pounds constantly

Non-Physical Demands

	Never	Rarely	Occasionally	Frequently	Constantly
Time Pressure	☐	☐	☐	☒	☒
Emergency Situations	☐	☐	☒	☐	☐
Frequent Change of Task	☐	☐	☐	☒	☐
Irregular Schedule/Overtime	☐	☐	☒	☐	☐
Performing Multiple Tasks Simultaneously	☐	☐	☐	☒	☐
Working Closely with Others as Part of a Team	☐	☐	☐	☐	☒

Tedious or Exacting Work	☐	☐	☐	☒	☐
Noisy/Distracting Environment	☐	☐	☒	☐	☐

Other: Click or tap here to enter text.

Employee Statement of Understanding

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYEE AGREEMENT BETWEEN NEW BRAUNFELS UTILITIES (NBU) AND THE EMPLOYEE. Nothing in this position description restricts NBU's ability to assign, reassign or eliminate duties and responsibilities of this job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

Employee's Signature

Employee's Printed Name

Date