



## **Job Description**

### **Photographer & Visual Media Coordinator**

The on-farm photographer & visual media coordinator is a one-of-a-kind position at Apricot Lane Farms, working hand-in-hand with the Communications Manager and Director of Media & Communications to propel the Apricot Lane Farms visual story into the world in a meaningful way. The photographer/media coordinator shoots, edits, and manages, all photography & videography for Apricot Lane Farms social media, marketing, and special projects. The ideal candidate will have a keen aesthetic, with exceptional technical skills in photography (both lifestyle & food), videography, and editing.

#### **Job Responsibilities:**

- Develops and creates visual content in collaboration with Communications Manager and Director of Media & Communications
- Shoots all farm photography and videography for all media-related projects (including social media, marketing, website, recipes & culinary, and other special projects) in the farm's visual voice that properly represents farm's practices, principles, and aesthetic standard
- Manages and maintains farm's photo library & social media materials archive, and makes photo pulls as needed
- Handles overall data management of ALF media including safely and consistently backing up all files
- Edits/retouches photography (Lightroom & Photoshop) and short video material (Premiere Pro) for all farm social media and digital media projects
- Properly maintains photo equipment, including cleaning and trouble shoots technical issues
- Fields and coordinates archival media licensing inquiries & delivery for both Apricot Lane Farms & Biggest Little Farm
- Coordinates and tracks all appearance releases
- Works collaboratively with external farm and film partners to provide photo and video assets as needed
- Shoots and edits short videos for social media platforms like IGTV, Instagram reels, and Tik Tok

#### **Requirements:**

- Interest and enthusiasm around the topics of regenerative farming, agroecology, biodiversity & food. If not already versed, a willingness to deep dive on those subjects.
- A well-trained eye, keen visual aesthetic and aligned creative sensibility
- Ideally experienced in food photography, as well as lifestyle photography
- Ability to take and follow creative direction and deliver visual content that is on brand



- Experienced technically with Cannon 5D Mark II and Mark III cameras with all photo and video functions (Experience with video cameras like Canon C500 a plus)
- Skilled proficiency with Adobe Creative Suite (Lightroom, Premiere, Photoshop), Google Suite and Microsoft Office Suite
- Extremely organized and detail oriented
- Excellent communication and analytical skills
- Able to manage multiple projects and priorities
- Approaches with curiosity, resourcefulness and investment in the process and final product
- 3-5 years of professional experience in photography, videography and visual media
- BS degree ideal
- Full-time position, in person on-farm (not remote)
- **Compensation** Hourly DoE
- **Benefits** Health Benefits (Medical, Dental, Vision, Flexible Spending Account), 401K, Paid Sick Time, Paid Vacation, 9 Paid Holidays, Employee Discount
- **To Apply, please submit a cover letter, resume and photography portfolio and/or video reel to [jobs@apricotlanefarms.com](mailto:jobs@apricotlanefarms.com). Incomplete applications (without cover letter or samples of work) will not be considered.**