



Videography Specialist  
Peoria, IL | Full-Time | Onsite  
Job Description  
1 of 1

Central States Marketing is looking for a **Video Specialist** who blends **hands-on production, strong storytelling instincts, and advanced motion graphics with AI-driven workflows**. This is not a single-lane videographer role — we're seeking a creative problem-solver who can concept, shoot, edit, animate, and elevate video content using modern tools and emerging tech. If you love being behind the camera, post-production editing, and you're actively using AI to work smarter and push creative boundaries — this role is for you. **SUBMISSIONS WITHOUT A SAMPLE REEL WILL NOT BE CONSIDERED.**

#### Duties and Responsibilities

- **Creative Storytelling:** Develop strategic, story-driven video concepts that align with brand goals and campaign objectives. Translate ideas into clear storyboards, scripts, and visual plans that guide production from start to finish.
- **Production:** Lead and support on-site video shoots, handling camera operation, lighting, and audio capture. Plan shot lists and production schedules to ensure efficient, high-quality shoots.
- **Editing & Post-Production:** Edit raw footage into polished, platform-ready videos with strong pacing, color correction, and clean audio. Deliver final assets optimized for web, social, paid media, and internal use.
- **Motion Graphics & Animation:** Create intentional motion graphics, animations, and visual effects that enhance storytelling and clarify messaging. Design titles, lower thirds, transitions, and branded animated elements using After Effects and related tools.
- **AI & Innovation:** Leverage AI tools to improve efficiency, creativity, and production workflows across video and motion projects. Explore emerging technologies and help evolve internal processes and standards.
- **Collaboration & Project Ownership:** Collaborate closely with our teams to execute creative vision accurately. Manage multiple projects simultaneously while meeting deadlines and maintaining quality standards.

#### Experience/Skills

- Bachelors in Film/Video Production, Editing, Multimedia or relevant area
- Proven experience in video production, editing, animation, and motion graphics.
- Proficient in industry-standard video editing software (Adobe Premiere Pro, After Effects, etc).
- At least 3 years experience (agency experience a plus!)
- Strong understanding of storytelling, pacing and narrative structure
- Expertise in animation and motion design, with a portfolio showcasing your work.
- Experience using AI tools in creative or production workflows
- High attention to detail and strong creative judgment
- Excellent communication and collaboration skills in a fast-paced, team-oriented environment.
- Ability to adapt to changing priorities and work on multiple projects simultaneously.

The starting salary for this role is \$40,000 annually; however, the final compensation will be determined based on the candidate's experience, skills, and qualifications.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.

