

Job Title: Marketing Coordinator – Video Production & Media Specialist

Companies: Advanced Rehabilitation Technology (ART) & OBIC Products

Reports To: Marketing Manager

Location: On-site / Hybrid (Bryan, OH)

Position Overview

We are seeking a creative, hands-on Marketing Coordinator with a heavy focus on video production to edit and produce content across our family of brands, including **Advanced Rehabilitation Technology (ART)** and **OBIC Products**.

In this role, you will help tell the story of our high-impact municipal and industrial rehabilitation projects, product innovations, and global installer network. You'll swap between video producer (planning and scheduling) and studio editing (creating polished, high-performing media for social channels, web, training portals, and campaigns).

Core Responsibilities

Video & Media Production (70%)

- **Field & Studio Production:** Plan, shoot, and edit video content for job site case studies, product demonstrations, customer testimonials, and internal/external announcements.
- **Audio & Studio Management:** Set up and manage camera gear, multi-mic audio setups, and lighting for studio interviews, podcast recordings, and live-streamed product demos.
- **Post-Production:** Edit raw footage into engaging long-form videos (YouTube, web, training modules) and short-form assets (LinkedIn, Instagram, Facebook Reels, TikTok).
- **Training & E-Learning Content:** Collaborate on video modules, product walk-throughs, and technical certifications for our online installer training platform.

Digital Marketing & Campaign Support (30%)

- **Content Distribution:** Format and publish assets across owned digital channels, social media platforms, and CRM system (HubSpot).
- **Brand Consistency:** Ensure all visual assets maintain consistent brand standards, visual identity, and voice across both ART and OBIC lines.

- **Asset Management:** Organize, tag, and maintain a centralized video/photo library for sales enablement and marketing campaigns.
- **Event Coverage:** Edit and distribute video and photo media at industry trade shows, live field demonstrations, and regional community events.
- **Other Duties as Needed:** Team player, willing to jump in on projects and collaborate with the Sales and Marketing teams.

Key Qualifications

- **Experience:** 2+ years of professional video editing, camera operation, and content production experience (agency, in-house, or strong portfolio).
- **Technical Skills:**
 - Proficiency in Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop) or CapCut / DaVinci Resolve.
 - Experience with mirrorless/DSLR camera systems, wireless audio kit setups, and portable field lighting.
 - Familiarity with drone operation (FAA Part 107 certification a strong plus).
- **Communication & Mindset:** Strong storytelling capability with an eye for technical details; comfortable working on dynamic job sites alongside field crews.
- **Travel:** Willingness to travel periodically to job sites, live field demos, and industry trade shows.
- **DRIVEN Mentality:** Self-starter, strong project management, and big ideas on how to take our brands to the next level.