

Video Library Coordinator

Purpose:

To develop, manage, and expand the U.S. Professional Diving Coaches Association (PDCA) video library, creating a valuable resource for coaches, athletes, and members that enhances education, training, and engagement within the diving community.

Responsibilities:

Video Content Creation and Curation:

1. Content Development:

- Plan, produce, and curate high-quality videos, including training tutorials, coaching tips, athlete techniques, and educational sessions.
- Work with PDCA members, coaches, and industry experts to source or create content that aligns with the organization's goals.

2. Content Expansion:

- Identify gaps in the current video library and create a strategy to expand offerings, focusing on diverse topics such as technique, mental health, strength training, ethics, and career development.
- Stay updated on trends in diving and sports education to ensure the library remains relevant and valuable.

Library Management:

3. Organization and Accessibility:

- Organize the video library into a user-friendly, categorized format to ensure easy navigation and access for PDCA members.
- Collaborate with the PDCA web team to maintain and update the library on the PDCA website or learning platform.

4. Quality Control:

- Ensure all videos meet high standards of quality in terms of content, production, and technical clarity.
- Regularly review and update older videos to keep the library fresh and accurate.

Engagement and Promotion:

5. Member Engagement:

- Actively promote the video library to PDCA members through newsletters, social media, and at events to increase usage.
- Gather feedback from members to identify desired content or improvements to the library.

6. Collaborative Content Creation:

- Work with other PDCA committees (e.g., ethics, camps, symposiums) to develop content that supports their initiatives.
- Facilitate submissions of videos from members, ensuring they meet PDCA standards before inclusion in the library.

Innovation and Growth:

7. Expanding Content Delivery:

- Explore innovative ways to deliver video content, such as live streaming, on-demand access, or interactive tutorials.
- Incorporate features like downloadable resources or supplementary materials with video content.

8. Collaborations and Partnerships:

- Partner with industry professionals, sponsors, or organizations to source or produce high-quality video content.

Data Collection and Reporting:

9. Tracking and Analytics:

- Monitor library usage and engagement metrics to assess the impact and identify areas for improvement.
- Provide regular reports to the PDCA President and board on the library's growth and member engagement.

10. Feedback Integration:

- Collect and analyze feedback from members to continuously improve the video library.

Qualifications:

- Experience in video production, editing, and content management.
- Strong organizational and project management skills.
- Familiarity with video hosting platforms (e.g., Vimeo, YouTube, or proprietary learning platforms).
- Knowledge of diving techniques and training practices is a plus.
- Excellent communication skills for collaborating with contributors and promoting the library.
- Creativity and a passion for using multimedia to enhance learning.

Reporting:

The Video Library Coordinator will report directly to the PDCA Vice President of Education and provide regular updates on video creation, content expansion, and member engagement metrics.