



Lead Photographer Job Description/Expectations (1099)

1. Role Overview

As the Lead Photographer at Go Rogue, you will lead and manage all photography projects for the agency, ensuring creative vision and technical excellence. You will oversee shoots across a range of industries and styles, bringing client stories and brands to life through impactful imagery.

2. Core Responsibilities

- a. Plan, execute, and oversee photography projects from pre-production to post-production.
- b. Manage and mentor in-house photographers, assistance, and freelance collaborators.
- c. Maintain photography equipment, ensuring readiness and high performance for all shoots.
- d. Collaborate with clients and internal teams to capture visuals that support brand messaging and campaign objectives.
- e. Direct and style photoshoots, including talent, product, and location setups.
- f. Oversee post-production editing and retouching, maintaining brand consistency.
- g. Develop and manage shoot schedules, budgets, and resources to ensure timely delivery.
- h. Keep up with industry trends, lighting techniques, and gear to develop the agency's visual offerings.

3. Skills & Attributes

- a. Strong artistic vision paired with technical photography expertise.
- b. Leadership and team management capabilities.
- c. Excellent communication and client-facing skills.
- d. Ability to work in fast-paced environments while maintaining attention to detail.
- e. Strong organizational skills and ability to manage multiple projects simultaneously.
- f. Creative problem-solving skills with a proactive, solutions-oriented mindset.

4. Required Experience

- a. 3+ years professional photography experience, ideally in agency, commercial, or brand work.
- b. Proven portfolio showcasing versatility across lifestyle, portrait, product, and brand photography.
- c. Experience leading shoots and managing production teams.
- d. Solid understanding of lighting techniques, composition, and color.
- e. Demonstrated ability to deliver high-quality assets that meet both creative and client standards.

5. Preferred Tools or Platforms

- a. Adobe Creative Suite (Lightroom, Photoshop)
- b. Camera systems (Canon, Sony, Nikon, or equivalent professional gear)
- c. Lighting and studio equipment (strobes, continuous lighting, modifiers, etc.)
- d. Project management tools (ClickUp, Monday, etc.)
- e. Digital asset management platforms (Google Drive, [Frame.io](https://frame.io), etc.)

6. Key Performance Indicators(KPIs)

- a. Quality and creativity of final photography assets.
- b. On-time delivery rate of projects.
- c. Client satisfaction and repeat business.
- d. Growth of photography capabilities and offerings within the agency.
- e. Team development and retention.
- f. Technical and stylistic execution across shoots.
- g. Alignment with visual style guidelines.
- h. Availability and labeling of photo libraries.
- i. Setup, capture, and breakdown effectiveness of shoots.

As the Lead Photographer at Go Rogue, your creative eye and technical expertise will shape the way we capture and tell our clients' stories. You are both an artist and a leader, able to craft powerful imagery while guiding a team toward excellence. We can't wait to see how you elevate our visual storytelling and set a new standard for photography at our agency!