

Job Description



Position Title: Producer, Video Production

Job Family: Media and Digital Media Production

Job Type: Professional - Intermediate

FLSA Status: Exempt

Salary Grade: 06

Position Summary:

The Video Production Producer designs and develops digital media products based upon project objectives, format, content, methodology, target audience, timelines and available facilities and resources. The Video Production Producer creates quality videos by scheduling and planning video recording sessions, facilitating video recording sessions, editing video takes, compiling final video files and uploading into Youtube, social media, local playback and external media use.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Create and manage multiple concurrent project timelines and deliver digital media within set deadlines
2. Produce high-quality digital video, audio and multimedia presentations for a variety of settings and for multiplatform distribution Provide high quality video/audio recording and editing services
3. Analyze instructional and communication requirements to determine appropriate media, delivery methods, and sequencing of content
4. Develop and implement creative concepts for short-form multimedia, both single and series, incorporating the most current and engaging student-centered styles, methods and technologies, with attentiveness to established college branding
5. Add digital media assets to the existing digital production server.
6. Collaborate with faculty, staff, administrators and students program-wide in project development and production
7. Design and create graphics to be incorporated in to print, multimedia and video production
8. Develop and market digital media production services to internal and external clients
9. Manage all aspects of complex production projects requiring expertise and creativity in analysis and deployment of technology
10. Research, review and budget for new software and technology purchases for the media lab as requested. Maintain inventory of digital media equipment and supplies
11. Develop and implement standards, processes and procedures for the creation, storage and cataloging of digital media assets

12. Manage all aspects of complex production projects requiring expertise and creativity in analysis and deployment of technology. Manage media lab processes, procedures, and coordinate production scheduling
13. Maintain department and program YouTube channel for quality, creativity, and information pertaining to online courses and programs
14. Draft production scripts as assigned
15. Develop visually engaging official presentations as assigned
16. Keep actively current with rich media techniques, emerging technologies and latest web trends
17. Capture and archive raw and finished assets and media
18. Performs all other duties and responsibilities as assigned or directed by the supervisor

Knowledge, Skills, and Abilities:

1. Knowledge of business management and fiscal practices
2. Knowledge of internal and external customer service principles and practices
3. Knowledge of project management principles
4. Knowledge and application of various instructional methodologies
5. Skill in effective communication/storytelling (both written and oral)
6. Skill in organization, coordination, and management
7. Ability to adapt to a rapidly changing technical environment
8. Ability to operate relevant equipment required to complete assigned responsibilities for the position
9. Ability to work with independently as well as in a team environment

Supervision:

- Supervises work of others, including planning, assigning, and scheduling work, reviewing work, and ensuring quality standards, training staff, and overseeing their productivity, and signing employee(s) performance evaluation. May have responsibility for making decisions on hiring, termination and pay adjustments.

Independence of Action:

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- **Organizational Culture:** Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- **Student Success:** Allows the opportunity to support student success as well as improve access and retention.
- **Institutional Infrastructure:** Allows participation in the development of foundational aspects of the College, including the establishment of a strategic plan, financial and facilities management, accreditation, and technology planning.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Media Arts or Marketing or a closely related field of study required.
- One (1) to Three (3) years of related experience required
- Three (3) to Five (5) years of relevant experience preferred
- Master's degree in Media Arts, Communications, Educational Technology, Information Management, or a similar field preferred

OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, transport, and/or position objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check required
- DMV Check/Current and Valid AZ Driver's License
- On call rotation duties
- Works some evenings and weekends