**P5: Level Standards**

**GENERAL ROLE**

This level is accountable for serving in an advanced senior resource capacity in an area of specialization.

Incumbents:

* Serve in a subject leader and consultative capacity within an area of specialization.
* Serve in the most advanced capacity and frequently being assigned project leadership roles within a specific administrative/programmatic function or specialty area.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under direction.
* Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

*🡪 Context of Decisions*

* Decisions are driven by office/departmental policy and procedures.

*🡪 Job Controls*

* Free to plan and carry out all phases of work assignments.
* Has the latitude to make daily operational decisions.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Issues tend to be operational in nature.

*🡪 Course of Resolution*

* Identifies issues and gathers facts.
* Must understand the smallest details of an assigned area.

*🡪 Measure of Creativity*

* Problems are not amenable to strict technical resolution, requiring innovative thinking for resolution.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect a department or a project outcome with department/office impact.
* Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
* Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

**Job Template**

**GENERAL SUMMARY**

Serves as a resource to faculty, staff, administrators, and others at the University regarding media creation and utilization. Produces and oversees the production by others of creative and complex media, including videos, photos, and graphics that are utilized within courses, programs, or departments.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Serves as a highly advanced resource for area of specialty.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

* Develops storyboards, creative briefs, and production schedule; oversees coordination of topic research and filming techniques to be implemented by the supporting team members.
* Serves as a primary resource for internal and external multimedia inquiries and problems.
* Designs and produces original multimedia content including video, images, animations, special effects, audio, and other multimedia services for the University and other clients.
* Supervises other multimedia team members; ensures production deadlines are met and work is completed within budgetary constraints.
* Develops and implements media strategies and determines best utilization of media technology to produce desired effects.
* Develops and evaluates effectiveness of media production policies, procedures, and services.
* Creates and conducts advanced seminars, workshops, and/or training programs for faculty, staff, and administrators who utilize media components in differing applications.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Six years of related experience. Two years of experience must be serving as an advanced/senior team member or working as a project lead.

**COMPETENCIES**

**Knowledge of:**

* Principles and practices of employee supervision
* Principles and practices of media production, including both digital and print platforms
* Creative development process
* Graphic design and web development
* Media technology
* Microsoft Office and related software applications

**Skill in:**

* Planning and organization
* Troubleshooting
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Develop scripts and creative concepts for video productions
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Operate video cameras and post production software
* Research and implement cutting edge multimedia trends
* Teach advanced seminars and training workshops
* Maintain the confidentiality of information and professional boundaries
* Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management