

Job Template: Media Producer 1

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 1
Job Category: P	Job Level: 2
FLSA Status: E	Job Code C02000

P2: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Tend to have assignments that are reoccurring and work outputs generally are delivered in a prescribed form/format.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- May recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under general supervision.
- Periodic checks on accuracy, quality, and timeliness of outcomes.

→ *Context of Decisions*

- Independently develops how work is to be done based on precedent, practice, and existing policy at the unit/office levels.

→ *Job Controls*

- Possess the latitude to adjust the work processes or methods to effectively and efficiently manage their work assignments.
- Guided by general procedures and professional norms.

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COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Problems tend to be modestly technical or operational.

→ *Course of Resolution*

- Performs comparisons, verifications, reconciliations, compilations, etc. and such of data, program or student services/practices, or operational/staff output.
- Understands the end product/outcome and where to send and receive information and materials to fulfill the assigned responsibilities.

→ *Measure of Creativity*

- Once problems are identified, solutions generally can be resolved using conventional or standard procedures.
- Most of the obstacles, issues, or concerns can be handled with established practice and policy.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.

SCOPE AND MEASURABLE EFFECT

- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents indirectly promote the general welfare of students, faculty and staff, and safeguard the institution by playing an important role within a process.

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Job Template

GENERAL SUMMARY

Communicates, supports, and enhances overall marketing goals of the University and assigned area/department. Manages area/department identity and branding across a variety of digital media formats.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under general supervision of a supervisor or manager.

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.

- Recommends, designs, creates, and edits graphic and visual assets. Coordinates digital and print presence.
- Produces content, including digital media, print media, and documentation for area of assignment.
- Creates and edits marketing materials and educational resources.
- Serves as a consultant and resource to staff in areas of identity management and branding.
- Provides support to other media staff to ensure successful completion of assigned projects and to meet production schedules.
- Meets with clients to determine client needs and desired results.
- Oversees the scheduling, delivery, and operation of media equipment for use by department/division.
- Stays current with new audio-visual technologies in order to recommend, maintain, and repair new technologies adopted by the University.
- Prepares presentations and demonstrations of project content to communicate research, design, and development process.
- Participates in workshops and events across school and departments.
- Performs related work as required.

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MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Two years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of graphic design
- Media technology
- Digital content creation
- Audio/visual technologies
- Microsoft Office, Adobe Creative Suites, and other related software applications

Skill in:

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

Ability to:

- Perform a specific production function, such as web design and development, animation, audio/video content creation and production, or graphic design
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Operate audio/visual equipment and diagnose problems
- Create and maintain an inventory and records for equipment maintenance and repair
- Plan and schedule technical production of events
- 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

Job Template: Media Producer 2

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 2
Job Category: P	Job Level: 4
FLSA Status: P	Job Code: C02001

P4: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

Job Template: Media Producer 2

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 2
Job Category: P	Job Level: 4
FLSA Status: P	Job Code: C02001

COMPLEXITY AND PROBLEM SOLVING

→ Range of issues

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

→ Course of Resolution

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

→ Measure of Creativity

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

COMMUNICATION EXPECTATIONS

→ Manner of Delivery and Content

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

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- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

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Occupational Group	Communication and Marketing
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Job Category: P	Job Level: 4
FLSA Status: P	Job Code: C02001

Job Template

GENERAL SUMMARY

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

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a supervisor or manager. Serves a lead worker to employees who perform similar functions.

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.

- Designs and produces original multimedia content including video, images, animations, special effects, audio, and other multimedia services for the University and other clients.
- Plans and coordinates storyboards, creative briefs, production schedule, topic research, and filming techniques to be implemented by the supporting team members.
- Provides support to other multimedia team members to help meet production deadlines.
- Conducts the necessary research to implement comprehensive program design and redesign.
- Develops media strategies and determines best utilization of media technology to produce desired effects.
- Conducts advanced seminars and workshops and/or training programs for faculty, staff, and administrators who utilize media components in differing applications.
- Develops final product using the appropriate media technology to produce desired effects.
- Records audio and video utilizing proper production settings.
- Serves as a resource for internal and external multimedia inquiries.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.

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Job Category: P	Job Level: 4
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- Four to five years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of video production
- 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

Job Template: Media Producer 3

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 3
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C02002

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 Received*

- 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.

Job Template: Media Producer 3

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 3
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C02002

→ *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: Media Producer 3

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Media
Job Title	Media Producer 3
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C02002

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.

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- 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