

Job Description

Position Title: Producer, Digital Media

Job Group: Media and Digital Media Production

Job Level Group: Professional Entry

FLSA Status: Exempt

Position Summary:

The Digital Media Producer designs and develops digital media products based upon project objectives, format, content, methodology, target audience, timelines and available facilities and resources. The position leads the creation of quality online course-level videos by scheduling and planning video recording sessions for course development projects, facilitating video recording sessions, coaching faculty and CLT staff on video production, editing video takes, compiling final video files and uploading into D2L courses, managing the processes and procedures of the PimaOnline Media Lab.

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. Analyze instructional and communication requirements to determine appropriate media, delivery methods, and sequencing of content
2. Produce digital video, audio and multimedia presentations for a variety of settings and for multiplatform distribution
3. Design and create graphics to be incorporated in to print, multimedia and video production
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. Create and manage multiple concurrent project timelines and deliver digital media within set deadlines.
6. Add digital media assets to existing courses within the Desire 2 Learn (D2L) Learning Management System
7. Develop and market digital media production services to internal and external clients
8. Manage all aspects of complex production projects requiring expertise and creativity in analysis and deployment of technology
9. Develop and implement standards, processes and procedures for the creation, storage and cataloging of digital media assets
10. Maintain inventory of digital media equipment and supplies
11. Manage media lab processes, procedures, and coordinate production scheduling

12. Maintain department and program YouTube channel for quality, creativity, and information pertaining to online courses and programs
13. Collaborate with faculty, staff, administrators and students program-wide in project development and production
14. Draft production scripts as assigned
15. Develop visually engaging official presentations as assigned
16. Provide high quality video/audio recording and editing services
17. Keep actively current with rich media techniques, emerging technologies and latest web trends
18. Capture and archive raw and finished assets and media.
19. 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 (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:

- Not responsible for supervising the work of others.

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.
 - Up to One (1) year of related experience may be required.
 - One (1) to Three (3) years of related experience 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 office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate (up to 20 pounds) amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally 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