

# Job Description

Position Title: Program Manager, Video Production

Job Group: Media and Digital Media Production

Job Level Group: Professional Senior

FLSA Status: Exempt

## Position Summary:

The Program Manager, Video Production supervises, plans, schedules, produces, creates, and directs live streaming for events. Produces promotional videos, commercials, and other video multi-media productions. Works with internal and external clients to create educational and commercial content.

## 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. Coordinates and oversees multiple, simultaneous short and long-form video production projects for internal and external clients. Ensures project teams adhere to budgets, timelines, and other related client objectives. Adheres to standard practices of professional video production, content copyright, and closed-captioning.
2. Prioritizes and assigns work; mentors and trains staff. Makes hiring, termination, and disciplinary recommendations.
3. Supervises and participates in the design and development of video production for live streaming of College events, commercials, and other video productions. Oversees acquisition, media management, video editing, audio, graphics, and the digital distribution of content.
4. Creates and edits educational and promotional videotape programs using a variety of computer hardware, software, and editing equipment.
5. Performs technical direction of live events and live streaming of College events, internal and external college meetings, and teleconferences. Designs set elements and lighting configurations; creates graphic designs for studio and field productions.
6. Trains faculty and staff in the use of electronic television production equipment and camera presentation techniques.
7. Performs all other duties and responsibilities as assigned or directed by the supervisor.

## Knowledge, Skills, and Abilities:

1. Knowledge of internal and external customer service principles and practices
2. Knowledge of principles and methods for promoting programs and services
3. Knowledge of project management principles
4. Knowledge of skilled trades expertise required to complete assigned responsibilities for the position
5. Skill in independent decision making
6. Skill in coordinating and monitoring the work of others
7. Skill in project management principles, processes, and techniques
8. Ability to apply effective written and verbal communication skills
9. Ability to operate relevant equipment required to complete assigned responsibilities for the position

## 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 and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

## 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.

## Minimum Qualifications:

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

- Bachelor's degree in Marketing, IT, Production Systems, or a closely related field of study required.
  - Three (3) to five (5) years of related experience with video production and editing technology required
  - Five (5) to eight (8) years of related experience with marketing videography, field production, or video access management 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 non-traditional work environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in a non-traditional setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, crawl, climb, balance, reach, and twist; to lift, carry, push, and/or pull moderate (up to 50 pounds) amounts of weight; to operate various equipment required to perform job; may be required 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:

- Some evening or weekend work hours
- Pre-employment Background Check Required