



MULTIMEDIA PRODUCER

SALARY GRADE: [C1-64](#)

DEFINITION:

Under the direction of an assigned administrator, develop engaging, interactive content for use on the college website and YouTube channel and for promotional and special projects, conceptualizing and producing quality, informative, creative media to support the goals of the college.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Depending upon assignment, duties may include, but are not limited to, the following:

1. 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.
2. Produce creative, highly professional multimedia packages, digital signage and online graphics as directed, integrating across platforms as appropriate: video, photography, motion graphics, animation, sound effects and music.
3. Synthesize complex information, such as processes and legal guidelines, into clear, appealing, readily understandable rich media.
4. Develop the college YouTube channel into a destination for quality, creative information about the college.
5. Enhance web pages with video or video links for student information.
6. Use outstanding storytelling skills.
7. Coordinate multimedia projects from start to finish.
8. Collaborate with faculty, staff, administrators and students college-wide in project development and production.
9. Draft project scripts as assigned.
10. Serve as a key participant in the project planning process, developing storyboards, establishing timelines and utilizing other planning devices as necessary.
11. Develop visually engaging official presentations as assigned.
12. Provide video/audio recording and editing, in collaboration with and serving as backup for the Multimedia Coordinator, as assigned.
13. Keep actively current with rich media techniques, emerging technologies and latest web trends.
14. Keep current with popular culture and media as consumed and produced by college students.
15. Guide student assistants.
16. In collaboration with the Multimedia Coordinator, capture and archive raw and finished assets and media.
17. Attend meetings as assigned.

18. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Deep knowledge of a range of current design, coding, production, presentation and editing tools.
2. Student- and audience-appropriate focus; knowledge of trends and popular culture.
3. Video and audio recording.
4. Strong knowledge of web design, usability and accessibility principles; knowledge of fair use and copyright regulations.
5. Excellent writing, grammar and spelling skills.
6. Lighting skills for interior and exterior shoots.
7. Best practices for use of video for web.
8. Web accessibility guidelines.
9. Relevant current technologies, including multimedia recording, editing and graphics software.
10. Project management principles, practices, techniques, and tools.
11. District policies and objectives.
12. Operation of computers (Mac and PC) and software relevant to multimedia production.
13. Time management skills.
14. Technical aspects of field of specialty.
15. Interpersonal skills using tact, patience and courtesy.
16. Oral and written communication skills.
17. Planning and coordinating the day-to-day activities related to multimedia.
18. Applicable laws, codes, regulations, policies and procedures related to multimedia.
19. Principles of training and providing work direction to others.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Be creative and express creativity.
3. Skillfully convey information visually and in writing
4. Both conceptualize and implement a vision
5. Quickly grasp, synthesize and explain complex topics
6. Appropriately identify target and range of audiences and adapt productions accordingly.
7. Continually upgrade skills.
8. Adapt to the use of different software and an environment of changing assignments, priorities and deadlines.
9. Plan and organize projects, programs, and events.
10. Implement program policies and guidelines.
11. Provide for program reporting and accountability.
12. Train, provide work direction, and guidance to others.
13. Interpret, apply and explain rules, regulations, policies and procedures.
14. Establish and maintain cooperative and effective working relationships with others.
15. Operate a computer and various multimedia equipment.
16. Analyze situations accurately and adopt an effective course of action.
17. Meet schedules and time lines.
18. Work independently with little direction as well as collaboratively as part of a team.
19. Plan and organize work.
20. Remain current regarding trends in assigned field with a willingness to continuously upgrade skills.

Education and Experience

Any combination equivalent to:

1. Bachelor's degree in a related field.
2. Three (3) years related work experience.

WORKING CONDITIONS:

Environment:

1. Office environment.
2. Occasional outdoor work for field shoots.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Vision to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling objects up to 50 lbs.

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