UNIVERSITY OF SOUTHERN CALIFORNIA
Digital Media Specialist
Job Code: 173225

OT Eligible: Yes
Comp Approval: 5/31/2016

JOB SUMMARY:
Works in collaboration with other production staff to produce a variety of digital content. Operates complex video and audio equipment and captures video, audio and still images of programs and events. Transports equipment to various sites for purpose of media production. Uses hardware and software to prepare, edit and store digital content for assigned projects. Assists in the creation of comprehensive digital content archives.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

______ ________ Works in collaboration with other production staff to produce a variety of digital content for broadcasting, compression output, DVD distribution, webcasting, and streaming.

______ ________ Operates complex video and audio equipment and captures video, audio and still images of programs and events. Transports equipment to various sites for purpose of media production.

______ ________ Operates video switching, character generation and digital video effects.

______ ________ Performs post production tasks, such as reviewing footage, making limited editorial decisions, tape logging, rough cuts, audio adjustment, color correction, and editing using software packages. Uses hardware and software to store digital content for assigned projects.

______ ________ Assists in the creation of comprehensive digital content archives for use by media and University stakeholders.

______ ________ Works with outside vendors when required to effectively complete assignments.

Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:

Essential: ☐ No ☐ Yes In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.
JOB QUALIFICATIONS:

Minimum Education:
   High school or equivalent
   Combined experience/education as substitute for minimum education

Minimum Experience:
   0 - 6 months

Minimum Field of Expertise:
   Experience in digital content creation, delivery and user engagement on multiple platforms, including managing multiple projects in a fast-paced environment. Knowledge of analytics tools and how to successfully utilize them to measure user engagement on multiple platforms, set benchmarks and meet goals.

Preferred Education:
   Associate's degree

Preferred Experience:
   1 year

Skills: Administrative:
   Coordinate events
   Establish filing systems
   Gather data
   Input data
   Knowledge of moving image formats
   Prioritize different projects
   Video editing (e.g., Final Cut Pro, Adobe Premiere, video compression for web)

Skills: Machine/Equipment:
   Audio/Visual equipment
   Computer network (department or school)
   Computer network (university)
   Computer peripheral equipment
   Computerized sound and lighting consoles
   Digital cameras
   Fax
   Moving image equipment
   Multimedia equipment
   Personal computer
   Photocopier
   VCR/DVD players
   Video camera

Supervises: Level:
   May lead one or more employees performing similar work.

Comments:
   Valid California State Driver's License required.
SIGNATURES:

Employee: _____________________________________ Date:_____________________________

Supervisor: ____________________________________ Date:_____________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The University of Southern California is an Equal Opportunity Employer