UNIVERSITY OF SOUTHERN CALIFORNIA

Digital Media Producer

Job Code: 173227

OT Eligible: Yes

Comp Approval: 5/31/2016

JOB DESCRIPTION:

Plans, designs and facilitates digital media productions, utilizing creativity and originality, from conceptualization to final product. Manages video production projects. Screens, hires and oversees work of staff, student workers, and/or various outside vendors, as required. Writes and edits production-related documents, such as scripts, interview questions, commentary, etc. Operates video switching, character generation and digital video effects equipment. Plans and performs and/or oversees video-post production tasks. Serves as a key resource for video production information. Assists in the creation and management of comprehensive digital content archives. Stays current on video production technology and best practices. Represents university or department at professional meetings, conferences, seminars and other events.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Plans, designs and facilitates digital media productions, utilizing creativity and originality, from conceptualization to final product. Collaborates with clients to determine program needs, identify production options and determine overall program content. Provides digital content (e.g., broadcasting, websites, DVDs, etc.) for various media channels to promote programs, research, events, and/or fundraising efforts. Contributes unique interpretation or analysis to content. Expresses content in a creative manner.

Manages digital media production projects. Establishes project timelines and ensures timely completion of project milestones. Plans, coordinates and organizes projects’ activities to meet objectives. Evaluates response to projects for effectiveness and makes recommendations for future actions, as appropriate.

Screens, hires and oversees work of staff, student workers, and/or various outside vendors, as required. Plans and staffs project based on activities and timelines. Provides direction, training and technical supervision to project staff. Monitors progress and accuracy of work performed by project staff. Evaluates work of project staff and provides feedback.

Writes and edits digital media production-related documents, such as scripts, interview questions, commentary, etc. Researches, identifies and determines subjects for various digital media projects.

Operates video switching, character generation and digital video effects equipment, edit controllers, cameras, hard disk video recorders, video distribution switchers, and audio mixers. Adjusts lighting and audio equipment. Provides limited troubleshooting of video, audio, and lighting equipment and performs limited equipment maintenance, as necessary.
Plans and performs and/or oversees video-post production tasks, such as reviewing footage, making editorial decisions, tape logging, rough cuts, audio adjustment, color correction, and final editing using software packages. Selects appropriate graphics, music and animations, as needed, in accordance with overall production concepts. Compresses video projects for output and makes video products available in a variety of formats. Coordinates internal and external duplication services as required.

Serves as a key resource for digital media production information. Interfaces with faculty, staff, students, and external contacts necessary to complete projects. Resolves problems and/or questions referred by production staff or administrators.

Stays current on digital media production technology and best practices. Recommends software, hardware, and audio/video production equipment purchases.

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

Represents university or department at professional meetings, conferences, seminars and other events. Develops and maintains contacts with university officials, media representatives, community leaders and professional colleagues. Maintains currency with professional organizations and publications.

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:**  
Bachelor's degree  
Combined experience/education as substitute for minimum education  

**Minimum Experience:**  
2 years  

**Minimum Field of Expertise:**  
Experience in a professional digital media production environment. Demonstrated competence in all areas of digital media production. Thorough knowledge of video and audio production procedures, practices, techniques, equipment and terminology. Knowledge of analog and digital video and audio capture, file compression, video switching, character generation, graphics manipulation, lighting, and post-production equipment and software. Demonstrated good communication and interpersonal skills.
Skills: Administrative:

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

Skills: Other:

- Analysis
- Assessment/evaluation
- Communication -- written and oral skills
- Conceptualization and design
- Conflict resolution
- Consulting
- Creative writing and editing
- Customer service
- Interpretation of policies/analyses/trends/etc.
- Interviewing
- Knowledge of applicable laws/policies/principles/etc.
- Lead/guidance skills
- Marketing
- Networking
- Organization
- Planning
- Problem identification and resolution
- Project management
- Public relations
- Research
- Scheduling
- Teaching/培训

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.

**Supervises: Nature of Work:**

Professional/Paraprofessional  
Technical

**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