UNIVERSITY OF SOUTHERN CALIFORNIA

Digital Media Production Manager

Job Code: 173229

OT Eligible: No

Comp Approval: 5/31/2016

JOB SUMMARY:
Plans, designs, directs, supervises, and coordinates all activities involved in the development and implementation of complex multimedia projects. Manages multiple projects at a time. Directly supervises all assigned subordinate staff. Provides work guidance, direction, and leadership for project team members. Oversees the production and delivery of compelling digital content, within prescribed deadlines. Maintains a close relationship with stakeholders to gain thorough knowledge of requirements for assigned digital media projects. Plans, organizes and oversees the creation of comprehensive digital content archives. Assists in the planning for future business. Monitors, analyzes and reports on web and social media engagement. Serves as support resource for staff on digital media development issues.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Plans, designs, directs and supervises the development and implementation of complex digital media projects. Determines resource requirements, prepares and tracks project schedules, and maintains quality and cost controls for the duration of the project.

Recruits, screens, hires, trains and directly supervises all assigned subordinate staff. Evaluates employee performance and provides guidance and feedback. Counsels, disciplines and/or terminates employees as required. Recommends departmental goals and objectives, including workforce planning and compensation recommendations. Reassesses or redefines priorities as appropriate in order to achieve performance objectives.

Provides work guidance, direction, and leadership for project team members or less experienced project managers as required.

Oversees the production and delivery of compelling digital content, within prescribed deadlines, to support University news channels, web pages and special projects.

Maintains a close relationship with stakeholders to gain thorough knowledge of requirements for assigned digital media projects. Tracks project requirements and evaluates progress. Informs stakeholders of progress to gain feedback and input. Identifies potential follow-up work and/or future project opportunities.

Plans, organizes and oversees the creation of comprehensive digital content archives for use by media and University stakeholders.

Assists in the planning for future business, including the identification and analysis of new projects, estimation of resource requirements, and subsequent proposal efforts. Researches social media trends and best practices. Proactively contributes to department’s social media strategy.

Screens, hires and oversees work of outside vendors required to effectively complete assignments.
Monitors, analyzes and reports on web and social media engagement. Based on evaluation, recommends changes in strategy and focus, as necessary.

Attends meetings and serves as support resource for staff on digital media development issues.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with university Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

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:  
- Yes  
- No

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 content 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 communication and interpersonal skills. Experience in digital content creation, delivery and user engagement on multiple digital platforms, including managing multiple projects in a fast-paced environment. Strong, demonstrated knowledge of analytics tools and how to successfully utilize them to measure user engagement on multiple platforms, set benchmarks and meet goals.

**Preferred Education:**
- Master's degree

**Preferred Experience:**
- 4 years
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
- Consulting
- Creative writing and editing
- Customer service
- Interpretation of policies/analyses/trends/etc.
- Interviewing
- Knowledge of applicable laws/policies/principles/etc.
- Managerial skills
- Marketing
- Networking
- Organization
- Planning
- Problem identification and resolution
- Project management
- Public relations
- Research
- Scheduling
- Teaching/training

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
- Multimedia equipment
- Personal computer
- Photocopier
- VCR/DVD players
- Video camera

Supervises: Level:

Supervises employees who do not supervise.
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.

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