UNIVERSITY OF SOUTHERN CALIFORNIA
Creative Content Manager
Job Code: 173231

OT Eligible: No
Comp Approval: 2/9/2017

JOB SUMMARY:
This position is responsible for overseeing the planning, creating and direction of multimedia and interactive projects. The Creative Content Manager is responsible for engaging outside vendors and contractors, and for evaluating their performance. The position must maintain close working relationships with clients, often traveling on behalf of the Institute to meet with project sponsors. The Creative Content Manager helps develop and maintain budgets, serves as a Subject Matter Expert for internal and external stakeholders, and plans and manages the production pipeline. The position is also responsible for locating and securing projects and funding, and planning for future business.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Supervises the development, production and delivery of narrative content for multiple complex multimedia and interactive projects. Plans, designs, directs, supervises, and coordinates activities within prescribed deadlines.

Engages third party administrators and contractors, establishes performance and service standards, manages and evaluates the service and financial performance to achieve optimal service standards, meet financial targets and compliance with regulatory and institutional standards and requirements.

Maintains a close relationship with stakeholders to gain thorough knowledge of sponsor requirements and expectations for assigned digital media projects.

Participates in the development and administration of program budgets and recommends resource allocations. Authorizes expenditures within established limits. Provides financial status reports as requested.

Serves as a Subject Matter Expert (SME) for both internal teams and customers. Provides training and knowledge transfer to customers and internal teams on products and technologies, as requested. Creates and conducts training programs, as necessary. Writes knowledge articles based on customer issues and related solutions and disseminates to appropriate sources, as necessary.

Travels on behalf of the Institute for Creative Technologies to meet with project sponsors, Subject Matter Experts, or to participate in professional programs and seminars.

Serves as support resource for staff on motion media, narrative development and interactive design.

Manages the review pipeline of video content for internal and external agencies, managing a review of each draft with the sponsor, vendors and in house staff.

Plans, organizes and oversees the creation of comprehensive digital content archives.

Locates and secures new projects and funding. Assists in the planning for future business.
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:**

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<td>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.</td>
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**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. Strong, demonstrated knowledge of storytelling techniques and narrative design. Demonstrated competence in all areas of digital content production. Thorough knowledge of video and audio production procedures, practices, techniques, equipment and terminology. Knowledge of digital video and audio capture, file compression, 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. Experience in interactive content development and implementation.

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

**Preferred Experience:**
- 5 years

**Skills: Administrative:**
- Arrange travel
- Conduct meetings
- Coordinate events
- Establish filing systems
- Gather data
- Input data
- Knowledge of moving image formats
- Schedule appointments
- 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.
- Managerial skills
- Marketing
- Organization
- Problem identification and resolution
- Project management
- Research
- Scheduling
- Teaching/training

Skills: Machine/Equipment:
- Audio/Visual equipment
- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
- Encoders/decoders/digitizing computers
- Moving image equipment
- Multimedia equipment
- Personal computer
- VCR/DVD players
- Video camera

Supervises: Level:
May oversee staff, students, volunteers, agencies and/or resource employees.

Supervises: Nature of Work:
- Professional/Paraprofessional
- Technical

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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