



JOB INFORMATION

<i>Job Code:</i>	173227
<i>Job Title:</i>	Digital Media Producer
<i>FLSA Status:</i>	Non-Exempt
<i>Supervisory:</i>	May lead one or more employees performing similar work.
<i>Job Family:</i>	Digital/Multimedia
<i>Job Family Group:</i>	Multimedia 1
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

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 QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		2 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
		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, Skills and Abilities

Req	Pref	Functional Skills
		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 written and oral communication and interpersonal skills.

Licenses

Req	Pref	License(s)
X		Valid California State Driver's License

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
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) 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 (e.g., scripts, interview questions, commentary). 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.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.