



## **JOB TITLE: DIGITAL MEDIA PRODUCER**

Classification: Classified  
Salary Range: 40

Retirement Type: PERS\*  
Revised/Board Approved: February 22, 2023

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### **BASIC FUNCTION:**

Under the direction of a supervisor, dean, or director, the Digital Media Producer performs technically complex duties requiring a comprehensive understanding of digital media production from conceptualization to final product. Plans, designs, develops, and oversees the production of high-quality digital media.

### **REPRESENTATIVE DUTIES:**

Interact and collaborate with staff and faculty to determine digital media needs, identify production options, determine content, and coordinate needs and expectations for digital media productions. Serve as a key resource for digital media information. Resolve problems and/or questions involving digital media productions.

Plan, design, and create videos and various digital media content from conceptualization to final product. Ensure timely completion of project milestones. Coordinate and organize activities to meet production objectives.

Screen, select, train, and oversee student assistants and temporary workers, as needed. Plan and staff projects based on activities and timelines. Provide direction, training, and technical oversight of workers assigned to projects. Monitor progress and accuracy of work. Provide feedback, as appropriate.

Use advanced equipment and software to aid in the digital media production process for programs and events. Transport and set up equipment at various sites for the purpose of digital media production. Use hardware and software to store digital content for assigned projects.

Perform post production tasks. Review footage, making limited editorial adjustments to audio, color, lighting, and other corrections and/or effects using software packages to produce high-quality digital media content.

Operate, maintain, and service specialized digital media equipment, as needed.

Assist in the creation of comprehensive digital content archives. Maintain statistics and generate data, as needed.

Maintain currency on digital media production technology and best practices. Recommend to supervisor cost-effective software, hardware, and production equipment, as needed.

Perform other related duties as assigned.

**JOB QUALIFICATIONS:**Education and Experience:

BA in related field plus 4 years related experience or equivalent combination of education and related experience.

**OTHER QUALIFICATIONS:**Knowledge/Areas of Expertise:

Comprehensive knowledge of audio, video, graphics, computers, and multimedia productions.

Experience working in a digital media production environment.

Thorough knowledge of video and audio production techniques, equipment, and terminology.

Knowledge of video editing and a variety of multimedia equipment.

Principles of providing training and work direction.

Methods and practices of thorough financial and statistical record-keeping techniques.

Basic math and correct English usage, grammar, spelling, punctuation, and vocabulary.

Experienced at establishing and maintaining cooperative and effective working relationships.

Abilities/Skills:

Technical aspects of field of specialty.

Ability to communicate effectively both orally and in writing.

Ability to meet schedules and deadlines.

Ability to manage multiple projects in a fast-paced environment.

Skilled in all areas of digital media production.

Skilled at analog and digital video/audio capture and file compression.

Skilled at manipulating graphics, audio, lighting, etc. using post-production software.

**WORKING CONDITIONS:**

Typical office setting.

Extensive computer work.

Long periods of standing and sitting.

Ability to carry up to 25 lbs.

Ability to move from one work area to another as needed.

\* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.