



		ISSUED: 7/8/13
TITLE: Media Production Manager	SALARY SCHEDULE: AP	CLASS CODE: PE362
UNION: P&A – Local 1979, U.A.W.	SALARY GRADE: 14	EEO CODE: 30
	FLSA: Exempt	EMPLOYEE CLASS: PE

POSITION PURPOSE

Oversees the production of original concept multi-media content for branding, marketing and promoting Wayne State University to internal and external customers. Supports the promotional, alumni and development activities of the schools and colleges in exclusive ways by capturing each school’s unique characteristics and contributions for prospective students and alumni. Responsible for improving operational results by assessing performance; diagnosing problems; and developing and implementing change management programs to increase effectiveness. Manage audio/visual creation and services from scheduling projects to producing video content by providing a full range of desktop publishing, graphics, interactive multimedia and video products.

ESSENTIAL JOB FUNCTIONS

- Supervise, train and provide work direction to videographers and part time staff to ensure job requirements are met and to ensure successful completion of assigned tasks and projects. Oversee the media production process, team workload, and budget management of external resources. Prioritize assigned projects.
- Develop and produce/direct video projects. Set up in-house and on-location video shoots including lighting, shot composition, and audio. Collaborate in the creative design and media production process to effectively communicate the intended message and engage internal stakeholders.
- Responsible for script development, filming, editing, creative production and distribution of material. Review scripts to ensure feasibility and alignment with client's needs. Coordinate props, wardrobe, make up, set design, and the direction of all talent during the production. Provide consultation for shooting, editing, and duplication process, including planning and management of project timelines.
- Direct and produce interactive multi-media products and videos to be seen on a variety of media, including broadcast television, internet, live presentations and html email blasts. Operate audio/video/photo equipment.
- Research, identify, consult and oversee external resources (e.g. video production agency, freelancers, talent, etc.)
- Partner with design, web, and editorial managers to ensure brand is represented consistently across all marketing mediums. Maintain professional relationships and acts as liaison between marketing and school/colleges/divisions. Build cooperation among individuals and departments, sharing information and resources, and working to achieve group goals and outcomes.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

- Oversee the acquisition of state-of-the-art production equipment and ensure the proper set-up, use and maintenance of production areas and equipment. Conduct research for production equipment purchases and provide budgetary pricing and purchase recommendations for future needs and advances in technology.
- Maintain a knowledge base of new and emerging technology and develop strategies for implementation of new technology within organization. Research, develop and share new technologies, skills and creative processes with staff, volunteers and community producers
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification requires a seasoned professional possessing specialized technical knowledge and experience in media production operations. Supervision is exercised over part-time, technician, and intern staff. This position reports to and receives direction from a management level position.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience preferred.
- Coursework in mass communication, marketing or business preferred.
- Considerable experience in media production.
- Considerable supervisory experience.
- Extensive knowledge of video production, process, including lighting and camera techniques
- Reasonable knowledge of computer-based post-production editing tools
- Ability to deliver superior quality in fast-paced environment
- Excellent oral and/or written communication skills.
- Considerable experience in planning, researching, scripting, blocking, organizing, storyboarding, editing, lighting and staging video productions.
- Ability to attract and motivate volunteer employees.
- Considerable volunteer management experience.
- Reasonable development experience.
- Some knowledge of the issues concerning persons with disabilities and the agencies which serve them preferred.

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