



		ISSUED: 8/2024
TITLE: Video Producer, Editor	SALARY TABLE: AP	CLASS CODE: PE419
UNION: P&A Union, Local 1979, UAW	SALARY GRADE: 13	EEO CODE: 30
JOB GROUPING: N/A	FLSA: Exempt	EMPLOYEE CLASS: PE

POSITION PURPOSE

Produces content and plays a supporting role in developing high-volume production/editing, planning and shooting of videos. Produces content for social media and promotional internal and external purposes using students, schools, colleges and divisions, while adhering to the university standards. Manages the production on video shoots. Responsible for all post-production phases of video production.

Ensures deadlines are met. Establishes shoot needs and utilizes existing assets accordingly. Participates in the creative strategy and process for the company shoots. Collaborates with the team to ensure shoots and final product are high quality.

Essential Job Functions	% Time
Produces content: Produces interactive multi-media products for various platforms including live presentations, social media and html blasts while operating audio/video equipment.	30%
Conducts all cycles of post-production and editing tasks including rough, finish, audio and colorization edits to fulfill project needs. Mentors, leads and/or provides tactical guidance on projects to interns and freelance videographers, to provide material for final deliverables.	30%
Provides technical support for live, on-location broadcasts. Ensures availability of necessary personnel and equipment to ensure a quality broadcast.	15%
Coordinates cast, crew and equipment during the production process. Evaluates and arranges for project's art and technical needs, i.e., sound effects, graphics, animation, etc. Ensures adequate inventory levels of equipment and supplies for University Television. Recommends expenditures by department.	10%
Supports the creation and production: Occasionally directs the production of video and/or audio programming for, web and other media platforms, for the purposes of marketing/promotion, fund-raising, recruitment and entertainment.	10%
Performs other related duties as assigned.	5%

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WORK CONTEXT

This grid characterizes the position scope.

Job Reports to:	Director
Leadership Accountability:	Implements operating plans
Supervisory Accountability:	None
Organizational Accountability:	None
Financial Accountability:	None
Customer Accountability:	Interfaces with customers inside the S/C/D
Freedom to Act:	Subject to general input from supervisor

MINIMUM QUALIFICATIONS

Education Bachelor's degree or certification from a reputable media arts school required.

Bachelor's degree in mass communications or combination of education and experience in full cycle of video production.

Experience Intermediate (3 to 4 years job-related experience)

Demonstrated experience in full cycle of video production (videography and video editing of rough, finish, colorization, and audio post.

Experienced knowledge of video production process, including lighting and camera techniques, with the ability to provide examples of having demonstrated a leadership role in all areas of production.

Content generation and production experience in social media and other communication platforms.

Experienced knowledge of post-production editing software.

Demonstrated experience in, organizing, editing, lighting and staging of video production shoots and live events.

Experience collaborating with diverse people groups.

Directing and blocking experience, preferred.

Knowledge, Skills and Abilities

The ability to create project plans to execute and deliver final video product in post-production.

Effectively video live and recorded events, function in various video production roles including, producer, camera operator, teleprompter operator, switcher and audiographer. The ability to act as a director, upon request.

Work effectively with the team to ensure all technical aspects of live and on-location events are executed.

The ability to scout and creatively evaluate locations and determine appropriate shot selections.

The ability to collaborate in the creative design and media production process to effectively communicate the intended message and engage stakeholders.

Develop and produce video projects. Set up in-house and on-location video shoots (lighting, shot composition and audio).

Knowledge of inventory management, equipment maintenance and knowledge of new equipment and technologies.

A keen strength in proper documentation and saving of metadata for easy reference and access.

The ability to provide tactical guidance to freelance staff.

Excellent communications skills and the ability to work with all levels of staff.

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WORKING CONDITIONS

Normal office environment, on location and in studio environment. High volume, tight deadlines, and extended work hours, when necessary.

ADDITIONAL COMMENTS

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