UNIVERSITY OF SOUTHERN CALIFORNIA

Video Producer

Job Code: 173227

Grade: I
OT Eligible: Yes
Comp Approval: 5/31/2011

JOB SUMMARY:
Plans, designs and facilitates video productions, utilizing creativity and originality, from conceptualization to final product. May lead other staff or student workers doing similar work.

JOB ACCOUNTABILITIES:

<table>
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<tr>
<th>% TIME</th>
<th>Plans, designs and facilitates video 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 video content (e.g., broadcasting, websites, DVDs, etc.) 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.</th>
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<td>______</td>
<td>Manages video production projects. Establishes project timelines and ensures timely completion of project milestones. Plans, coordinates and organizes video projects’ activities to meet objectives. Evaluates response to video projects for effectiveness and makes recommendations for future actions, as appropriate.</td>
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<td>______</td>
<td>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.</td>
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<td>Writes and edits video production-related documents, such as scripts, interview questions, commentary, etc. Researches, identifies and determines subjects for various video projects.</td>
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<td>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.</td>
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<td>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.</td>
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<td>______</td>
<td>Serves as a key resource for video 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.</td>
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Stays current on video production technology and best practices. Recommends software, hardware, and video production equipment purchases.

Builds and maintains video database library.

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. 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:**

Essential: No

Yes 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.

**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 video editing/producing environment. Demonstrated competence in all areas of video production. Thorough knowledge of video production procedures, practices, techniques, equipment and terminology. Knowledge of analog and digital video capture, file compression, video switching, character generation, graphics manipulation, lighting, and post-production equipment and software. Demonstrated good communication and interpersonal skills

**Skills: Administrative:**

Coordinate events

Establish filing systems

Gather data

Input data

Knowledge of moving image formats

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
Conflict resolution
Consulting
Creative writing and editing
Customer service
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Lead/guidance skills
Marketing
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Research
Scheduling
Teaching/training

Skills: Machine/Equipment:
  Audio/Visual equipment
  Computer network (department or school)
  Computer network (university)
  Computer peripheral equipment
  Computerized sound and lighting consoles
  Digital cameras
  Fax
  Moving image equipment
  Multimedia equipment
  Personal computer
  Photocopier
  VCR/DVD players
  Video camera

Supervises: Level:
  May lead one or more employees performing similar work.

Supervises: Nature of Work:
  Professional/Paraprofessional
  Technical

Comments:
  Valid California State Driver's License required.
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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