



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

---

### **Digital Media Production Specialist**

A Classified Position  
Grade 31 – Salary Schedule 60

---

#### **A. General Statement**

The Digital Media Production Specialist performs technical and artistic work involved in the planning, development and/or production of digital media. Under general supervision, the Digital Media Production Specialist works to capture the vibrancy of the College's and/or District's cultural, academic, and student life, and develops digital media for use in both news and marketing efforts across all appropriate media channels. The Digital Media Production Specialist's work enhances and improves the image and reputation of the College and/or District by creating highly engaging digital media content in support of College and District initiatives, enrollment, and strategic goals.

Public contact is extensive and can include faculty, students, staff, other educational institutions, community and business representatives, governmental agencies and the general public, for the purpose of coordinating services and events. A high degree of independent judgment and creativity is required to adequately represent the College and District and to serve as a creative and technical resource person for the College and/or District. Consequences of errors in judgment can be costly in student success, public relations and in employee time; however, management controls limit the risk of more serious consequences. The Digital Media Production Specialist can direct the work of student assistants and other staff as assigned.

#### **B. Duties & Responsibilities**

The duties below are representative of the duties of the classification and are not intended to cover all the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Act as videographer/photographer and individual responsible for creating (preproduction, production, and postproduction/post processing) multimedia productions for broadcast quality/internet standard video for online, in-person events, or on-air, and professional photography for print and digital distribution.

2. Principal editor on video projects, as assigned, from start to finish, sometimes on tight deadlines. Includes audio sweetening, color correction, transcoding, quality controlling final products and managing deliverables.
3. Collaborate with internal and external stakeholders to conceptualize and plan future multimedia storytelling opportunities and creative programs to grow media views across all platforms. Provide thought leadership on video best practices and innovation.
4. Coordinate pre-production work (storyboarding, scriptwriting, location scouting, preparing for on-camera interviews, equipment management, etc.) for digital media projects.
5. Set up professional audio, video, photo, lighting, and recording environments for video/photo shoots, including livestreams. This may include coordination with campus ITS and/or outside vendors.
6. Create graphics, motion graphics, 3D modeling, animations and titles as assigned.
7. Pack and transport video and audio equipment, tripods, lights, microphones, and other associated equipment to all necessary locations.
8. Manage media and content catalog by importing and backing up all media files. Serve as archivist and resource for video recordings, photos and media projects, and coordinates video screening and selection by partners and third-party vendors.
9. With an eye for Search Engine Optimization, assist with writing YouTube/Google video titles and descriptions. Develop closed captioning and tags for videos.
10. Work with team members on other recommendation media and web initiatives requiring digital media to keep content relevant, exciting, and progressive.
11. Research industry and competitor trends and pitch new content ideas with extra attention on high-impact, short-form social and recommendation media video content.
12. Maintain consecutive ongoing projects, deliver edits as assigned adhering to an established visual style guide, assigned deadlines and budgets.
13. Maintain inventory of supplies and equipment. Report and follow-through on maintenance needs for professional video, photo, lighting, and audio production equipment; upkeep production areas; provide input on production equipment purchases.
14. Perform other related duties as assigned

### **C. Requirements**

1. Bachelor's degree in digital media, video production, mass communication, marketing, or a closely related field,
2. At least one year of experience in videography/photography,

3. Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and classified staff.
  4. Demonstrated experience as a leader in implementing diversity, equity, and social justice actions.
  5. Demo reel/portfolio that showcases previous jobs, works, and clients.
  6. Successful work experience of increasing responsibility that has included demonstrated skill in using proper safety procedures and operation of various types of professional visual, lighting, audio, recording, and computer equipment.
  7. Ability to work weeknight and weekend events and activities.
  8. A valid California Driver's license or the ability to obtain a license in the State of California.
  9. Ability to travel to regional off-campus events
- OR
- An equivalent combination of education and experience

#### **D. Physical/Other Requirements**

This classification requires original artistry and strategic thinking; attention to detail; visual and auditory comparison and acuity; manual dexterity; reaching overhead; pushing, pulling; standing for long periods; bending, kneeling, crawling; moving of moderate to heavy equipment; patience, tact, sensitivity and a customer-service attitude; flexibility and adaptability to quick changes; coordination and multi-tasking; working accurately under deadline pressure; and ability to give clear and concise instructions in order to perform the essential functions.

#### **E. Knowledge, Skills & Abilities**

1. Knowledge of trends, best practices and innovations related to multimedia technologies, video/audio equipment, lighting, and video/audio editing and other creation software tools.
2. Knowledge and experience producing different types of multimedia content for various audiences and platforms, i.e., incoming students, current students, alumni, donors, social and recommendation media, newsletters, website, etc.
3. Knowledge of the installation, configuration, setup, maintenance and operation of professional photo, lighting, video, audio, and other related equipment.
4. Knowledge of the safety procedures required in working with electronic equipment
5. Excellent videography production and editing skills as demonstrated by candidate's demo reel
6. Skills with Adobe Suite software (Premiere, Audition, Photoshop, and After Effects) and Microsoft Suite.
7. Skill in respectful and sensitive communication with people at various levels within an organization who are diverse in their cultures, language groups and abilities.
8. Skill in oral communication, including giving clear and concise instructions.
9. Skill in visual communication, including video language, editing, and the use of sound to enhance messaging.
10. Ability to stay up to date with the everchanging development of multimedia technologies.
11. Skill in safety procedures related to moving and handling equipment of moderate to heavy weight.
12. Skill in directing the work of others.
13. Skill in organization and detailed record keeping.
14. Ability to work well independently and in a team setting, and to provide leadership and direction.

15. Ability to take initiative, present options, and anticipate outcomes; to work with both urgency and calm; the ability to juggle multiple projects simultaneously; flexibility; and comfort working in a fast-paced and changing environment.