AUBURN
Human Resources

Exec Producer, McCrary Institute

Job Description

JOB INFORMATION

Job Code	AD92
Job Description Title	Exec Producer, McCrary Institute
Pay Grade	DC08
Range Minimum	$162,740
33rd %	$195,280
Range Midpoint	$211,560
67th %	$227,830
Range Maximum	$260,380
Exemption Status	Exempt
Organizational use restricted to the following divisions	128 Samuel Ginn Col of Engineering
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	10/24/2023

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Services

JOB SUMMARY

Located in Washington D.C., the Executive Producer for McCrary Institute, oversees and leads all aspects of the production process from conceptualization to final execution for the McCrary Institute. Develops the communications, marketing, and public relations strategy in collaboration with the Director for the McCrary Institute.

RESPONSIBILITIES

- Creates, builds, visualizes, and conceptualizes story, content, and materials that support and promote the mission of the McCrary Institute. Manages multiple creative projects from initial concept to execution with attention to detail, ensuring work is on time, within budget, and on strategy
- Creates and directs production standards, maintaining a consistent tone, voice, and creative visual approach throughout.
- Collaborates with internal and external stakeholders to facilitate and streamline production processes to ensure production goals are met.
- Creates run-of-show and scripts and works with the McCrary Institute Director to select topics, guests, and themes for the production.
- Identifies product opportunities to be distributed by the Institute to extend the reach and impact the Institute’s work.
- Oversees editing of raw footage and ensures professional finish to all production. Assists with developing and implementing standard operating procedures. Maintains production quality including audio and lighting to maintain and enhance the Institute’s reputation for excellence.
- Manages the video and photography production of all events the Institute hosts, ensuring they are captured professionally and effectively.
- Leads the team in set design creation and maintenance to ensure an appropriate and engaging environment for each production. Supports the creative production process, including set design, lighting, blocking, graphics, music, and site surveys.
- Prepares all video and audio content for distributions through digital channels, ensuring content is optimized for each platform.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor.

Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Journalism, Communication, Marketing, Public Relations, or related field.	and	10 years of	Experience producing network quality reports with shooting and editing on Avid, Final Cut, or Adobe. Experience contributing text and video content to digital publication and social media.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to work independently in a fast-paced newsroom setting and to adjust smoothly to changing assignments under deadline pressure.	
Excellent oral and demonstrated writing skills with careful attention to detail.	
Excellent organizational, team work, project planning and time management skills.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting				X		
Climbing		X				
Stooping/ Kneeling/ Crouching				X		
Reaching				X		
Talking				X		
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme temperatures			X		
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical			X		
Dusts			X		
Poor ventilation		X			

Vision Requirements:
Ability to see information in print and/or electronically.