AUBURN
Human Resources

Producer/Director II

Job Description

JOB INFORMATION

Job Code	OC05B
Job Description Title	Producer/Director II
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/5/2012

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Conceives, proposes, writes, produces and directs film, video, and/or multimedia materials that support the instructional, promotional, or other program needs of the University and/or external customers.

RESPONSIBILITIES

- Directs and manages all technical and creative aspects of media production.
- Estimates budgets of media projects and schedules and directs all project activities to meet budgeted target; allocates resources to the various phases of projects.
- Advises clients to determine desired message and which media, format, and style to deliver message to the target audience.
- Directs and manages technical and creative personnel including but not limited to legal, professional, creative, and financial personnel.
- Develops and arranges new stories through interviews and responds to requests from members of the media; writes scripts based on content provided by the client or generated directly from first hand research.
- Create, design and direct university news material, commercials, and video for distribution to local and state media and general viewing audiences through multiple means of communication.
- Generates proposals for media programs and presents them directly to internal and external funding sources.
- Manages all aspects of production necessary for the overall effectiveness of the project.
- Edits all video formats and any other media communication piece in concert with musical and narrative elements.
- Oversees product distribution including but not limited to: product publicity, packaging and promotion, product duplication, conformity to broadcast standards, and completion of the billing process.

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 be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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	In Journalism, Communication, Marketing, Public Relations, or related field	and	2 years of	Experience in managing media projects to include producing, directing, and scheduling.	

Substitutions Allowed for Experience	Yes
Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Possesses and applies comprehensive IT knowledge and in-depth knowledge and skill in the application of information and media technology to instruction.	
General understanding of instructional methods, such as distance learning.	

MINIMUM LICENSES & CERTIFICATIONS

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

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

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 cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

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