
Auburn University Job Description

Job Title: **Exec Producer, McCrary Institute**

DC08 \$144,600-\$231,400

Job Code: **AD92**

FLSA status: Exempt

Job Family: D.C.

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.

Essential Functions

1. 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
2. Creates and directs production standards, maintaining a consistent tone, voice, and creative visual approach throughout.
3. Collaborates with internal and external stakeholders to facilitate and streamline production processes to ensure production goals are met.
4. Creates run-of-show and scripts and works with the McCrary Institute Director to select topics, guests, and themes for the production.
5. Identifies product opportunities to be distributed by the Institute to extend the reach and impact of the Institute's work.
6. 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.
7. Manages the video and photography production of all events the Institute hosts, ensuring they are captured professionally and effectively.
8. 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.
9. Prepares all video and audio content for distributions through digital channels, ensuring content is optimized for each platform.

Supervisory Responsibility

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

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Bachelor's Degree	Degree in Journalism, Communication, Marketing, Public Relations, or related field.
Experience (yrs.)	10	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.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

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

Certification or Licensure Requirements

None Required.

Pre-Employment Screening Requirements

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Ability to see information in print and/or electronically.

Date: 10/24/2023
