

Job Description

Job Title:	Media Production Specialist
Department:	Information Systems and Technology
Reports To:	Manager, Media Production Services, within Instructional Technologies and Media Services group
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	February 2018

Primary Purpose

The Media Production Specialist is responsible for the end-to-end processes in creating a wide range of video and audio content for University-related services. They are responsible for advising on, designing and creating high quality creative media content for clients of Media Production Services, with priority for academic and instructional purposes, and as capacity allows, for internal communication and promotional needs. Clients include faculty, staff and graduate students for whom the Specialist provides expertise in all phases of jobs (pre-production, production, post-production, and delivery), as well as high-level technical knowledge to allow our clients to innovate during the creation process. The incumbent uses their technical expertise to track, investigate and recommend technology solutions and best practices for activities.

Key Accountabilities

Pre-Production Responsibilities

- Project analysis and effective client communication
- Creative concept development
- Script development with client, scheduling, planning activity around projects
- Assessment of equipment, software and needs for effective project solutions

Production Responsibilities

- Advanced camera, lighting, and sound recording
- Expertise with white backdrop, green screen, and on-location shoots
- Filming interviews, and b-roll for creative production needs
- Independent technical set ups and organized clean up

Post Production Responsibilities

- Advanced video and audio editing (Creative Cloud)
- Motion graphics and animation
- Titles and effects

Technical Knowledge

- Technical proficiency with media hardware (cameras, lights, sound equipment), software applications and configurations;
- Independently plan, configure, operate, and set up studio and equipment
- Test and trial new software and hardware; recommend technical solutions based on needs and relevant emerging trends;
- Troubleshoot system problems based on expertise in equipment and general proficiency in how relevant systems work together
- Comfortable with operating systems for Mac and PC

Sample University Related Services:

- Provide services to a variety of clients with varied needs, analyzing and solving problems to provide exceptional results.

Examples:

- Creative Production: course content, instructional videos, promotional, communication and marketing videos for faculties and departments
- In-studio and on-location video recordings: single or multi-camera video recordings, using backdrops, green screen, live or recorded a/v switching for special events, filming online learning content, research presentations and interviews, professor bios, course introductions, etc.
- Lecture casting: recording, editing and uploading lecture files to the delivery system (e.g., a learning management system)
- Audio recordings: support sound booth audio recordings, podcasts; edit, review and upload files ^[L]_[SEP]
- Television broadcasting: pre-recorded and live studio broadcast transmission for national and international television stations (Dejero) ^[L]_[SEP]
- Post Production: editing, titles, graphics, animation 2D/3D for high production quality, with quick turnaround ^[L]_[SEP]
- Live webcast: Livestream webcast, single or multi-cam video shoots with PowerPoint integration streamed to common web browser, using a/v switcher with multiple cameras ^[L]_[SEP]
- Media conversions: VHS/DVD to digital files, cataloguing, archiving ^[L]_[SEP]

Required Qualifications

Education

- Bachelor's degree or diploma in video production or equivalent education and experience

Experience

- 3-5 years industry experience.
- Demonstrated expertise in digital media development, design and delivery with an emphasis on the creation of creative video production using industry-standard tools and techniques
- Experience working independently to prioritize and organize workload
- Significant expertise with digital audio/video production and post-production tools: ^[L]_[SEP]
 - Operating and maintaining media equipment ^[L]_[SEP]
 - Proven digital video camera operating knowledge, substantial expertise and skills to deliver high quality content (ability to use DSLRs, Digital Cinema Cameras, Pro Video Camcorders) ^[L]_[SEP]
 - Recording and editing audio files using professional recording software (e.g., Audacity)
 - High level proficiency in video editing using Premiere and/or FCPro ^[L]_[SEP]
 - Developing 2D/3D and Motion Graphics using After Effects or other industry standard programs
 - Experience researching, selecting and ordering applicable equipment
- Experience producing or delivering webcasts (e.g., Livestream) is an asset

Knowledge/Skills/Abilities

- Required software skills: Adobe Creative Suite (Premiere, After Effects, Audacity) at this time
- Ability to recommend and implement multimedia solutions for educational services and requests
- Creative abilities in visual storytelling, and pulling together necessary team, tools and media assets to complete a production
- Experience creating professional multimedia productions.
- Strong written and verbal communication skills with superior attention to detail, time management and project management
- Proven ability to use good organizational skills to plan, track and successfully complete multiple concurrent tasks
- Proven ability to interact effectively with clients and/or subject matter experts and demonstrated initiative to use communication methods throughout project phases
- Excellent interpersonal skills and demonstrated ability to work, cooperate, and be a positive contributing member of the team
- Open to creative feedback for effective collaboration and product creation

Nature and Scope

- **Interpersonal Skills:**
Interact with colleagues across the university and at all levels to produce high quality multimedia pieces. Proficient at directing individuals at video shoots. Able to communicate ideas and concepts to both a technical and non-technical audience.
- **Level of Responsibility:**
The position works independently on jobs and projects, using a deep understanding of tools and their application, within the delivery of services. Tracks and understands new and emerging media and is expected to bring innovative approaches and new concepts and models to the design of quality video productions.
Ability to troubleshoot and problem solve technical issues independently as they arise.
- **Decision-Making Authority:** Responsible and accountable for the multimedia pieces that they develop, making daily decisions for quality of production with a view to a significant positive impact on the reputation of the University and on campus community.
- **Physical and Sensory Demands:** The incumbent must be able to operate and transport heavy production equipment. When editing there will be demands typical of a position operating within an office environment.
- **Working Environment:** Work outside the normal operating hours of Waterloo can be expected in this role. Must have flexibility for some irregular work hours, as recordings of lectures, events, and/or live to air news broadcast reports may occur in the early hours, evenings, or weekends. Minimal exposure to disagreeable conditions, typical of a position exposed to deadlines and tight schedules associated with this level of responsibility.