



Job Description

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| Job Title: | Media Producer |
| Department: | Public Relations and Corporate Communications (CorpCom) |
| Job Category/ FLSA Status: | Communications/Exempt |
| Accountability: | Ex. Director, Public Relations and Communications |
| Authority: | N/A |

Position Description:

The Media Producer is responsible for conceptualizing, designing, and producing various media products, including photography, live events, graphics, video, and audio through a collaborative effort with clients, along with executing all media services for the College, with a focus on detail, speed, and accuracy.

Major/Essential Functions:

- Effectively participates as a team member on the CorpCom team providing strategic thinking and planning in the design and production of media projects in support of CBS, including the goals, objectives, and agendas of the president's office, advancement, student services, communications, public relations, and others as assigned.
- Manages and executes audio, videography, photography, live events, and graphic design for CBS.
- Executes live video/streaming, including scheduling live streams, ending live streams, switching camera angles, monitoring the video and audio feed, etc., troubleshooting issues, etc. Monitor and upkeep of livestreaming equipment.
- Meets with clients to determine scope of multimedia projects and manages projects from initial development stages through completion while achieving established quality standards.
- Ensures compliance with the Family Education Rights and Privacy Acts (FERPA) and accreditation and standards and policies as it relates to the assigned areas of responsibility.

Duties/Responsibilities:

- Responsible for digital media development, design, and delivery with an emphasis on the creation of creative video production.
- Performs graphic design/layout, photography, and manages print media for digital and printing press production.
- Contributes to the management of the College's corporate brand.
- Manages event A/V production for live events and recordings.
- Manages the media studio including equipment maintenance and inventory.
- Conducts video and audio interviews with students/supporters and produces professional video/audio that align and with testimonials and messages.
- Edits College publications such as the Academic Catalog, Student Handbook, and other published material.
- Assists with corporate and educational marketing related assignments as needed.

- Manages projects within established deadlines.
- Ability to work in a fast-paced department with constantly changing projects and deadlines.
- Performs related duties as required.

Qualifications:

Required:

- Bachelor's degree from an accredited institution of higher education in a related discipline and 2 years of related experience; or the equivalent in demonstrated product development.
- Experience in live video/streaming production environment.
- Individual must possess a blend of conceptual, artistic, and practical creativity (the ability to organize shapes/elements, along with typography and color, to form an aesthetically pleasing layout; and the ability to coordinate video shoots for a final product that is in line with the creative vision of the College). The term "practical creativity" is defined as:
 - Form follows function - The product of a creative/artistic endeavor is only valuable if it communicates effectively and relevantly to its target audience
 - Dollars and sense - The product of a creative/artistic endeavor must also work within the limits of a fiscal budget structure
 - Details definitely matter - All forms of accuracy (spelling, grammar, correctness) are significant to both a professional presentation and providing the College' audience with reliable, competent information
- Be a committed Christian and in good standing with a local church.
- Be in complete agreement with the doctrinal position of the College and able to sign its doctrinal statement without reservation.

Preferred:

- Bachelor's degree from an accredited institution of higher education in a related multimedia degree program and 5 years of progressive multimedia development and production experience.
- Bilingual in English and Spanish (speak, read, and write).

Equipment/Skills/Knowledge needed to perform job (i.e., vehicle, MS Word, License, etc.):

- Ability to create and produce advanced-level work that is accurate in its content and consistent with the quality and brand of College materials.
- Strong interpersonal skills, including the ability to interact with people of diverse backgrounds.
- Strong organizational skills.
- Ability to work effectively under pressure, meet tight deadlines and be willing to flex as needed..
- Ability to write routine reports and correspondence.
- Ability to speak effectively before groups of students or employees of CBS.
- Ability to work in a team setting as well as independently.
- Ability to make independent decisions regarding production, creative direction, and process of implementing corporate identity as required.
- Ability to hear, understand, and follow direction.
- Advanced proficiency, understanding, and experience with the following software programs/technologies:
 - *Graphic/DTP*: Adobe InDesign, Adobe Photoshop, Adobe Illustrator
 - *Videography*: ENG Video/Audio, DSLR Video, Adobe After Effects, Adobe Premiere Pro
 - *Audio*: ProTools, Adobe Audition, Any DAW
 - *Photography*: DSLR Camera
 - *Events*: Live event software; Livestreaming software
 - *Office Products (PC/Mac)*: MS PowerPoint / Keynote, MS Word / Pages, MS Excel / Numbers, MS Outlook / Entourage

- Ability to work and think independently as well as in a team and handle confidentiality and time-sensitive data.
- Ability to lead and direct subjects with compassion during video and photography shoots.
- Knowledge of and willingness to learn/improve upon the skills necessary for the position, including Email Marketing (e.g., Constant Contact, MailChimp), media presentations, desktop publishing, live events, etc.

Measurable Expectations/Fiscal Responsibilities (i.e., quarterly reports, annual events, etc.):

- Project management deadlines and outcomes, reports, employee evaluations, and weekly status updates.
- All additional measurements of expectation and performance will be designed, documented, and implemented as deemed appropriate to this position.

Mobility/Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- In performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel, and talk or hear. The employee is frequently required to stand, walk, and reach with hands and arms.
- Employee must be able to work in close and distance vision, judge spatial relationships, color, and three-dimensions.
- Employee must talk and listen via face-to-face contact, virtual settings, and telephone.
- Employee is frequently required to lift and/or move up to 25 pounds and is occasionally required to lifts up to 50 pounds.

Working Conditions/Environment (i.e., necessary travel, unusual hours, etc.):

- Typical multimedia/office/higher education institutional environment as determined by executive director and institutional policies and procedures.
- Local travel is required in conjunction with College events and activities. Some local travel required and occasional travel to other CBS locations.
- Ability to work flexible hours, some weekend work required to meet project deliverables.
- Materials, conversations, and some meetings may be of a confidential and sensitive nature.

Security Sensitive: Yes

Statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, this job description does not establish a contract for employment and is subject to change at the discretion of CBS.

Believing that God values and calls men and women from every language, people and nation into His kingdom, CBS is committed to cultivating and maintaining an ethnically diverse educational and work environment that motivates and retains God's chosen individuals. CBS does not discriminate on the basis of race, sex, color, age, national or ethnic origin, veteran, marital status, or physical or mental disability in the administration of its employment policies except as such conditions may constitute bona fide occupational or assignment limitation.