Multimedia Producer

Part I: Organization Information

Organization: McIntire School of Commerce Foundation
Department: Media Development
Salary Range: 45-60k
Reports to: Director of Media Development
Supervises Directly: TBD

Part II: Position Summary

The McIntire School of Commerce is looking for applicants for the position of Multimedia Producer. The Multimedia Producer will work as part of a team to produce educational video and multimedia content for the school. The job will routinely include shooting, editing, compressing, and posting video for the web. The ideal candidate will be capable of managing the production process from start to finish: organizing all the resources needed for a video shoot, scheduling studio time, working directly with the media team, faculty, instructional designers and administrators, and ensuring that the finished media works properly and is available to the appropriate audience. The Multimedia Producer will also be responsible for creating graphics, motion graphics, and basic animation when appropriate to convey the material effectively.

Video projects will include promotional and marketing videos, student and alumni profiles, corporate documentary-style pieces, and instructional content for use in classes or as stand-alone material for online-only classes and programs.

In addition to the technical skills required, the ideal candidate will also be able to adapt to changes in schedule or resources, be open to collaborative suggestions or changes, and have a passion for good story-telling regardless of subject matter. The McIntire School of Commerce will be producing large volumes of educational media in the years to come and the Multimedia Producer position will have a profound impact on the look and quality of that content.

Part III: Responsibilities

Filming (20%)
1. Film instructional content in onsite studio
2. Assist faculty with use of technology, including teleprompter, light-board, studio lighting, and lavaliere microphones
3. Guarantee high-quality audio and images
4. Transfer and log all footage for editing and archiving
5. Film off site videos, including interviews and student and alumni profiles
6. Capture b-roll of classrooms, work spaces, and general university footage as well as off site b-roll appropriate to interview topics

Editing / Graphics Creation (60%)
1. Edit and compose instructional and promotional content for the school
2. Create graphics and animation to highlight difficult or confusing instructional content
3. Manage media library, both locally and online
Project Management / Ideation (10%)

1. Candidate will often be in charge of an entire project, including collaboration with media team and faculty, designing look and pacing of material, and justifying those choices based on overall academic or promotional goals of the program.
2. Help faculty and administration to personalize each project to meet varied and nuanced needs of individual programs and subjects.
3. Control deadlines with collaboration between all members of the media team and faculty to guarantee on time delivery of material.

Part IV: Qualifications

- Bachelor’s degree in Film, Video, or Motion Graphics (BFA or MFA preferred)
- Experience shooting and lighting video (studio, green-screen, and field recording)
- Thorough understanding and experience with Final Cut Pro (preferably 7 and X), Motion, and Photoshop
- Basic knowledge of Adobe Premiere, After Effects, Captivate, and Articulate Storyline
- Keen understanding of Production Cycle, Scripting, and Storyboarding
- Strong written and verbal communication skills
- Ability to work collaboratively, under tight deadlines, and on multiple projects simultaneously
- Understanding of the latest trends in video, including social media, micro-time videos such as Vine, viral marketing, etc.

Resume / CV
Cover Letter
Demo Reel (please include both video and motion graphics if you have them and indicate what role you played in the production of each segment)
Recent graduates also encouraged to apply

Part V: Measures of success

1. Barring unforeseen and uncontrollable changes, meeting all deadlines and project goals
2. Creating successful and collegial working relationships with faculty and administrative staff
3. Adding new ideas and approaches to project production, including visual and stylistic branding of media
4. Learning and incorporating new software into production cycle, including animation, interactive media, and new or unique delivery methods

Must be available to travel and be available to work occasional weekends and evenings as needed.

Application Process:

Interested applicants should email resume and cover letter to Heather Cullop the McIntire School of Commerce, HR Director at hnc4n@comm.virginia.edu. The position is open until filled.