



Digital Media Production Manager

Job Description

JOB INFORMATION

Job Code:	173229
Job Title:	Digital Media Production Manager
FLSA Status:	Exempt
Supervisory:	Supervises employees who do not supervise.
Job Family:	Digital/Multimedia
Job Family Group:	Multimedia 1
Management Level:	5 Manager

JOB SUMMARY

Plans, designs, directs, supervises, and coordinates all activities involved in the development and implementation of complex multimedia projects. Manages multiple projects at a time. Directly supervises all assigned subordinate staff. Provides work guidance, direction, and leadership for project team members. Oversees the production and delivery of compelling digital content, within prescribed deadlines. Maintains a close relationship with stakeholders to gain thorough knowledge of requirements for assigned digital media projects. Plans, organizes and oversees the creation of comprehensive digital content archives. Assists in the planning for future business. Monitors, analyzes and reports on web and social media engagement. Serves as support resource for staff on digital media development issues.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	
	X	Master's degree	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		2 years	
	X	4 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Experience in a professional digital media production environment.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Demonstrated competence in all areas of digital content production. Thorough knowledge of video and audio production procedures, practices, techniques, equipment and terminology.
X		Knowledge of analog and digital video and audio capture, file compression, video switching, character generation, graphics manipulation, lighting, and post-production equipment and software.
X		Demonstrated communication and interpersonal skills.
X		Experience in digital content creation, delivery and user engagement on multiple digital platforms, including managing multiple projects in a fast-paced environment.
X		Strong, demonstrated knowledge of analytics tools and how to successfully utilize them to measure user engagement on multiple platforms, set benchmarks and meet goals.

Licenses

Req	Pref	License(s)
X		Valid California State Driver's License

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Plans, designs, directs and supervises the development and implementation of complex digital media projects. Determines resource requirements, prepares and tracks project schedules, and maintains quality and cost controls for the duration of the project.				
Recruits, screens, hires, trains and directly supervises all assigned subordinate staff. Evaluates employee performance and provides guidance and feedback. Counsels, disciplines and/or terminates employees as required. Recommends departmental goals and objectives, including workforce planning and compensation recommendations. Reassesses or redefines priorities as appropriate in order to achieve performance objectives.				
Provides work guidance, direction, and leadership for project team members or less experienced project managers as required.				
Oversees the production and delivery of compelling digital content, within prescribed deadlines, to support University news channels, web pages and special projects.				
Maintains a close relationship with stakeholders to gain thorough knowledge of requirements for assigned digital media projects. Tracks project requirements and evaluates progress. Informs stakeholders of progress to gain feedback and input. Identifies potential follow-up work and/or future project opportunities.				
Plans, organizes and oversees the creation of comprehensive digital content archives for use by media and University stakeholders.				
Assists in the planning for future business, including the identification and analysis of new projects, estimation of resource requirements, and subsequent proposal efforts. Researches social media trends and best practices. Proactively contributes to department's social media strategy.				
Screens, hires and oversees work of outside vendors required to effectively complete assignments.				
Monitors, analyzes and reports on web and social media engagement. Based on evaluation, recommends changes in strategy and focus, as necessary.				
Attends meetings and serves as support resource for staff on digital media development issues.				
Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with university Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.