Educational Media Producer/Senior

Part I: Organization Information

Organization: McIntire School of Commerce Foundation, University of Virginia
Department: McIntire Media and Design
Reports to: Assistant Dean for Media and Design

Part II: Position Summary

The Educational Media Producer works as part of the Media and Design team to plan, schedule, and produce educational and multimedia content for the school. This position requires a high level of creativity and expertise in all facets of media production including filming, photography, studio lighting, audio recording, editing, compressing, and online delivery. This position also serves as a project manager, working one-on-one with faculty, colleagues, and students to ensure a smooth production timeline from ideation to implementation and completion; therefore, it also requires strong organizational skills. While much of our work takes place in the studio and during typical business hours, many of our projects require after-hours and remote filming, and as such the producer must keep a flexible schedule to accommodate potential filming requests.

The producer is responsible for creating original video and multimedia content, including online courses, promotional and marketing videos, student and alumni profiles, and corporate documentary-style pieces for the school.

Along with the other media producers on the team, the producer provides photography support for the school, including capturing live events, student and faculty headshots, and general school photographs for marketing and promotional materials. Like video production, photography may take place after hours or remotely.

The Media and Design team work very collaboratively, so the ability to be pleasant, have fun in your job, and work well with others under tight deadlines is mandatory.

Part III: Responsibilities

Video Production: Filming, Editing / Graphics Creation (50%)
1. Film instructional content in onsite studio, assisting faculty with use of technology, including teleprompter, light-board, studio lighting, and lavaliere microphones
2. Transfer and log all footage for editing and archiving
3. Edit, compose, and post instructional and promotional content for the school
4. Create graphics and animation to highlight difficult or confusing instructional content
5. Film off-site videos, including interviews and student and alumni profiles
6. Capture b-roll of classrooms, workspaces, and general university footage as well as off-site b-roll appropriate to interview topics

Photography (20%)
1. Create formal photos for annual student and faculty headshots
2. Gather general school photos for marketing and advertisement
3. Support events, both local and across the country, with event photography

Project Management / Ideation (30%)
1. Oversee all elements of media projects, including scheduling, due-dates, creative direction, and project post-mortems to evaluate success.
2. Manage media library, both locally and online, as well as maintaining an up-to-date shooting log of all existing content.
3. Work directly with graphic designers to maintain consistent look of materials and to ensure all visual elements are driven by sound pedagogical decisions.
4. Help faculty and administration to personalize each project to meet varied and nuanced needs of individual programs and subjects.
5. Keep track of deadlines with collaboration between all members of the media team and faculty to guarantee on time delivery of material.

School and University Participation (10%)
1. Remain engaged and involved in various school and university-wide activities and committees, keeping current on the larger issues facing the school.
2. Provide studio tours and overviews to visiting scholars, departments, alumni, and general public.

Part IV: Qualifications

The ideal candidate will have a strong understanding of media production as well as some knowledge of the academic environment and the goals behind academic media. Most importantly, the candidate will have a passion for good storytelling and a desire to always make the best product possible.

- Bachelor's degree in Film, Video, or Motion Graphics (or commensurate experience);
- Extensive experience shooting and lighting video (studio, green-screen, and field recording);
- Thorough understanding and experience with Adobe Premier, Final Cut Pro, Motion, After Effects, and Photoshop;
- 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
- Some experience with program management and budgeting;
- Ability to work independently and with a team.

Anticipated Hiring Range: $50,000-$70,000

To Apply: Please submit a media portfolio or video selection along with your resume and application to hiring manager Brandy Amos at bamos@virginia.edu.   Also, please note what role you played for each of the video(s)…producer, editor, filming, etc.

Review of applicants will begin immediately, and the position will remain open until filled.

The University of Virginia McIntire School of Commerce Foundation is an equal opportunity and affirmative action employer and welcomes diversity in all forms. We believe diversity is excellence expressing itself through each person's unique perspectives and lived experiences.