

# POSITION DESCRIPTION

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## POSITION TITLE: Media Production Specialist

**Organizational Unit:**  
Administrative

**Reports To:**  
Digital Communication Specialist

**Revision Date:**  
May 2024

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### I. Narrative General Description

The Media Production Specialist shall be responsible to the Digital Communication Specialist for event live streaming and instant replay for athletic events to support the marketing, recruiting, and retention mission of the institution. This includes but is not limited to, effective concept development, content gathering, layout, illustration, production, and programming media productions for the Marketing Department and the institution. The Media Production Specialist will be instrumental in capturing the intensity and drama of live sporting events through dynamic live streaming, engaging instant replays, and quality broadcasts. The individual is also responsible for assisting with CCC's cable channel, which includes content and program development airing on the college channel. Additionally, this position is responsible for photographic services for institutional needs, the digital information and manual marquee signage, and the event and production equipment college-wide.

### II. Functional Responsibilities

- A. Set up and operate live streaming equipment for designated College events, both academic and athletic, including but not limited to athletic game productions, homecoming banquets, distinguished alumni luncheon, Raven Holiday, music productions, and special events.
- B. Work closely with production team members and venue staff to ensure seamless equipment integration and optimal camera placements.
- C. Monitor livestream quality and troubleshoot technical issues in real-time to maintain a quality broadcast.
- D. Capture and produce instant replays of key moments during athletic events for use by game officials.
- E. Provide technical support and expertise to ensure the smooth operation of production equipment and software.
- F. Stay updated on the latest advancements in athletic game production technology, including camera systems, replay technology, and streaming platforms.
- G. Contribute innovative ideas and techniques to enhance the viewer experience and differentiate CCC broadcasts from competitors.
- H. Assist with post-event tasks, including video editing, highlight reel compilation, and content distribution across digital platforms.
- I. Collaborate with the post-production team to create engaging promotional content and highlight packages for social media and other marketing channels.
- J. Manages the creation and production of videos and multi-media projects, including concept, theme development, script, production, directing, shooting, editing, and execution of all steps resulting in a final product.
- K. Responsible for assisting in CCC's cable channel Cox 21 which includes content and program development that promotes current events and highlights CCC happenings on the College channel. This may include but not limited to personal stories of students, alumni, faculty, and/or college events. Collectively establish, with the Marketing Department, the goals and objectives for public programming for the cable access channel.

- L. Assist in all aspects of the cable television programming which includes but is not limited to: writing and composing scripts, creating storyboards, graphics, any special effects, and making legal music selections.
- M. Performs custom and specialized photography in-house or on location using a variety of still cameras and other photographic equipment. Determines camera settings, lighting requirements, and other specifications to ensure quality shooting.
- N. Plans the composition of the photographs. Analyzes subject material, uses artistic judgment, and selects appropriate equipment, lighting, angle, and background. Processes adjusts, and retouches digital files for optimum results.
- O. Consult with the various contingencies to identify and clarify communication concepts, scope, theme, audio & visual elements they would like to see emphasized in the video or multi-media product.
- P. Set up, operate, and maintain event and production equipment campus-wide. This includes, but is not limited to, video equipment, microphones, television monitors, speakers, and sound systems, for graduation, banquets, etc.
- Q. Maintain overall security of the Digital Media equipment and facility.
- R. Assists the Director of Marketing in recruiting, advising & training students in developing communication & digital media skills.
- S. Work with the Sports Information Director to run and manage stories for the Red Raven TV.
- T. Develops and maintains the institutional digital information and manual marquee signage system.
- U. Meet attendance expectations as required for the position, which includes a willingness to work unusual hours including evenings and weekends as needed.
- V. Actively participate in college and community activities including graduation in the appropriate academic attire.
- W. Assist with the development, set-up, activation, and tear down of college-sponsored activities, student and community events, student recruitment, and retention activities.
- X. Assist the Director of Marketing in the development of a departmental budget.
- Y. Maintain an annual inventory of equipment and supplies.
- Z. Serve on College committees as appointed.
- AA. Perform all other duties as assigned.

### **III. Departmental Responsibilities**

- A. Willingness to stay up to date on all computer software and skills in digital media.
- B. Consistently apply approved brand standards to all materials and products produced.
- C. Provide support for program development by gathering content relevant to target audiences.
- D. Focus on developing strategies and plans to optimize an up-to-date presence on digital platforms.
- E. Identify, evaluate, and recommend emerging digital media technologies and methodologies.
- F. Recruit quality students for the Digital Media and Marketing program. Make personal contact with students to meet the recruiting expectations for the program.
- G. Coordinate scholarship paperwork and oversee the completion of financial aid paperwork, and admission criteria for students recruited to the program.
- H. Assume an active interest in the advising and retaining students recruited to the program.
- I. Supervise scholarship students involved within the department.
- J. Maintain a professional and educational work environment for students in the program.
- K. Collaborate and collectively work together with other individuals within the Marketing Department to enhance and promote the goals and objectives of the network and media productions.

### **IV. Required knowledge, skills, and personal qualifications.**

- A. Excellent communication skills both oral and written.
- B. Demonstrates the ability to prioritize work, operate independently and work efficiently despite many competing demands. “Goes the extra mile” willing to step in and help out whenever needed to ensure the quality of all projects in the Marketing Department.
- C. Ability to establish an effective working relationship and rapport with staff, faculty, students, and the public.
- D. Knowledge of video and multi-media production, photographic technology, equipment, and techniques including editing and archiving.
- E. Within six months of the date of hire, required to maintain a physical place of residence within the CCC service area throughout their employment.
- F. Ability to work in a team environment to accomplish goals, promote college image, and provide excellent customer service.
- G. Effectively performs assigned projects to meet desired objectives and deadlines while responding and adapting to a complex work environment.
- H. Ability to stimulate motivation, confidence, and enthusiasm in students.
- I. Ability to recruit students and a knowledge and understanding of student retention.

## **V. Required Experience**

- A. At least two years experience with relevant technology resources including hardware and software.
- B. Experience with Adobe Creative Suite.
- C. Experience in design and layout.
- D. Familiarity with Photoshop and ability to work with digital image files.

## **VI. Required Educational Background**

An Associate degree is required from a regionally accredited institution of higher learning recognized by the US Department of Education. A Bachelors’ degree in Graphic Design, Multi-Media Production, Communications, Marketing, or related field is preferred.

**EQUAL OPPORTUNITY EMPLOYMENT AND NONDISCRIMINATION:** The College shall be an equal opportunity employer and shall not discriminate in its employment practices and policies with respect to compensation, terms, conditions, or privileges of employment because of such individual’s race, color, religion, sex, age, disability, or national origin. Applicants requiring reasonable accommodation to the application and/or interview process should notify the Human Resources Department.