
Auburn University Job Description

Job Title:	Producer/Director	Level I	Grade 31 \$31,300 - \$52,100
Job Code:	OC05	Level II	Grade 33 \$39,300 - \$65,500
FLSA status:	Exempt	Level III	Grade 35 \$51,900 - \$86,400
		Level IV	Grade 36 \$59,700 - \$99,600

Job Summary

Conceives, proposes, writes, produces and directs film, video, and/or multimedia materials that support the instructional, promotional, or other program needs of the University and/or external customers.

Essential Functions

1. Directs and manages all technical and creative aspects of media production.
2. Estimates budgets of media projects and schedules and directs all project activities to meet budgeted target; allocates resources to the various phases of projects.
3. Advises clients to determine desired message and which media, format, and style to deliver message to the target audience.
4. Directs and manages technical and creative personnel including but not limited to legal, professional, creative, and financial personnel.
5. Develops and arranges new stories through interviews and responds to requests from members of the media; writes scripts based on content provided by the client or generated directly from first hand research.
6. Create, design and direct university news material, commercials, and video for distribution to local and state media and general viewing audiences through multiple means of communication.
7. Generates proposals for media programs and presents them directly to internal and external funding sources.
8. Manages all aspects of production necessary for the overall effectiveness of the project.
9. Edits all video formats and any other media communication piece in concert with musical and narrative elements.
10. Oversees product distribution including but not limited to: product publicity, packaging and promotion, product duplication, conformity to broadcast standards, and completion of the billing process.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under general supervision, performs standard and non-standard tasks in assigned area. May be assisted by entry/junior or intermediate level personnel. Assignments are broad in nature, requiring originality and ingenuity. Has appreciable latitude for unreviewed action or decision.	Possesses and applies a broad knowledge of IT principles, practices, and procedures, including hardware, software and networks, with in-depth knowledge and skill in the application of information and media technology to instruction. Ability to troubleshoot both standard and non-standard issues.	Bachelors degree in discipline appropriate to position with no experience.
II	Under minimal supervision, plans, conducts and/or supervises assignments. Reviews progress and evaluates results. Plans and assigns personnel for given projects or tasks. Recommends changes in procedures. Operates with substantial latitude for unreviewed action or decision. Reviews progress with management.	Possesses and applies comprehensive IT knowledge and in-depth knowledge and skill in the application of information and media technology to instruction. General understanding of instructional methods, such as distance learning.	Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Plans and conducts assignments, generally involving the larger and more important projects or more than one project. Reviews progress and evaluates results. May lead or direct projects. May act in liaison capacity with other departments, divisions, and organizations. Evaluates progress and results and recommends major changes in procedures. Operates with considerable latitude for unreviewed action or decision.	Possesses and applies comprehensive knowledge of particular field of specialization to the completion of significant assignments. Deep understanding of instructional methods, such as distance learning and technology enhanced classrooms. Has well-developed leadership qualities. Crosses fields.	Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.
IV	Plans, conducts and directs research and/or development work on complex projects necessitating the origination and application of new and unique approaches. Plans and directs projects and supplies technical inspiration, leadership and consultation to professional co-workers. May represent the organization in outside discussions and technical forums. Generally works with wide latitude for unreviewed action or decision.	Possesses and applies an advanced knowledge of instructional technology to the planning and completion of projects of major complexity. Must have achieved recognized standing in professional field through original contribution.	Bachelors degree in discipline appropriate to position plus 6 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

- Level I** Bachelors degree in discipline appropriate to position with no experience.
- Level II** Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level IV** Bachelors degree in discipline appropriate to position plus 6 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Journalism, Communication, Marketing, Public Relations, or related field

Focus of Experience

Experience in managing media projects to include producing, directing, and scheduling

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Certification or Licensure Requirements:

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting more than 100 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 1/5/2012
