

Job Code:.....101393
Position #: (PSA)..... (E)
Developed by:.....AR
Reviewed by: DLJ
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Specialist, Video Production & Social Media
DIVISION: Academic Affairs: Dean, Arts & Sciences (Harrington School of Communication and Media)
REPORTS TO: Associate Director, Harrington School of Communication and Media
GRADE: 11
SUPERVISES: Student and technical support staff

BASIC FUNCTION:

Play a leading role in envisioning, directing, and producing digital content (video and social media), following priorities set by the Harrington School of Communication and Media.

Plan, schedule, and oversee production of digital video projects, often in collaboration with video production engineer and manager of broadcast center (30%)/Manage social media and website content for the Harrington School (40%)/Produce digital videos for internal and external clients (30%)

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Direct, produce, write, schedule, shoot, and edit various long- and short-term projects in support of educational programs and other URI entities.

Recruit, hire, train, schedule, mentor, and oversee student interns and part-time student employees who will produce, direct, write, shoot, and edit videos and work with internal and external clients.

Produce proprietary, branded content in collaboration with students, faculty, and community groups.

Manage social media and website content and strategy for the Harrington School, including creating a sustained brand presence for the Harrington School across multiple social media platforms and digital outlets.

Create, produce, and disseminate engaging digital media content.

Supervise students who will also aid with the generation of social media content and website stories.

Manage, sustain, and grow Harrington School YouTube Channel presence and following.

Ensure that messaging and communication aligns with both the Harrington School of Communication and Media and the College of Arts and Sciences guidelines and parameters.

Develop and maintain key performance metrics to chart the progress of social media efforts on a monthly basis.

Teach individual (1-2 hours) workshops in digital video or social media production, at least once every month. These workshops could also be directed to other constituencies (e.g., potential students, particularly outside the fall and spring semesters).

Advocate for resources and manage operational budget.

Be available some weekends and evenings for coverage of selected URI events.

May be assigned to teach courses in areas of expertise, no more than one each semester including summer and specialized workshops.

OTHER DUTIES AND RESPONSIBILITIES:

Maintain a high level of understanding of current developments in the assigned area of digital production and social media and anticipate future needs. Advocate for needed resources to meet the changing media landscape.

Collaborate with co-workers (faculty, staff, students) on school- and university-wide projects and committees.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Adobe Premiere, Adobe AfterEffects, Adobe PhotoShop, Adobe Illustrator, and transcode software; Basic knowledge of various video codecs; Upload files to social media platforms (including YouTube, Facebook, SnapChat, Instagram and Twitter); Advanced skills operating location and studio Camera, audio and lighting; Knowledge of: MAC and PC computer operating systems, EFP production equipment including Cannon XF305, Cannon/Sony DSLRs and camcorders, camera tripods, Wireless microphones, lighting fixtures and diffusion; Operational understanding of video production switchers, audio mixing consoles, robotic camera systems, teleprompter, ETC Lighting board, video routing systems; Digital recording devices (including AJA KiPro and BlackMagic Studio Pro record and playback decks.)

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions. To stand non-stop for a minimum of 2 hours and lift 25 LBS, climb and work from 10' ladder.

QUALIFICATIONS:

REQUIRED: Minimum of bachelor's degree in communication studies, advertising/marketing, public relations, digital media production or related field; Minimum of seven years of combined experience in digital media production and social media content production and management; Demonstrated experience producing high-quality video content for multiple platforms (including live-streaming); Demonstrated experience with writing, shooting, and editing digital videos; Demonstrated experience using online tools and technologies (such as Hootsuite, project management software); Demonstrated project management skills; Demonstrated ability to work with diverse groups/populations; Demonstrated ability to prioritize and multi-task in a deadline-driven environment; Demonstrated experience with graphic design and photography editing programs (such as Adobe Photoshop); Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated experience managing the areas of digital media production and social media content; and, Demonstrated collaborative management style.

PREFERRED: Master's degree in broadcasting, media studies, media production, communication, or related area (M.A., M.S., or M.F.A); Demonstrated evidence of success (awards, media coverage, impact) for digital media productions and/or social media; Demonstrated experience creating digital media content within the landscape of higher education; Demonstrated leadership and management skills; Demonstrated experience with budgeting and effective resource allocation; and, Demonstrated ability to apply for and/or receive grants and/or donations.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.