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Occ. Area: 01
Work Area: 000
Prob. Period: 12 mo.
Prom. Line: None
Effective Date: 11/15/20
Last Action: New

CINEMATOGRAPHER/CREATIVE VIDEO PRODUCER

Function of Job

Employees in positions allocated to this classification are responsible for planning, filming, and editing creative video content across multiple mediums for a variety of initiatives. They produce compelling content from concept to finished product, delivering a polished, final product ready for use on a variety of digital, social, broadcast, and print platforms.

Characteristic Duties and Responsibilities

A Cinematographer/Creative Video Producer typically:

1. contributes ideas and assists or leads in planning, scripts/outlines, scouts locations and negotiates clearances, shoots, and edits captured video and audio recordings to tell concise, visually compelling stories; records events, interviews and stories using camera, lighting, and audio equipment;
2. scouts, shoots and edits digital photos to tell the university's story in images for use on the web, in print, in ads, and on social media;
3. visualizes and creates motion graphics for social media use;
4. researches emerging trends in video production as it relates to marketing, and pursues professional certification such as Drone Pilot license;
5. researches and acquires archival footage and photographs for use in productions telling the university's story;
6. assists in determining equipment and staff needed, project timelines and deadlines, and adhering to budget restrictions;
7. assists with in-venue productions on broadcast and/or web-based platforms, as required;
8. collaborates with internal and external units to provide services and ensure consistency with university brand; works closely with Marketing and Communications, Revenue Generation, and

other content creators on strategic photo and video projects;

9. hires, trains, supervises, and discharges (as required), student workers for production video services;
10. performs other related duties as assigned.

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's degree in film/video production, cinematography, radio and television, documentary film production, photojournalism, communications, graphic design, or a closely related field to the position.
2. One (1) year (12 months) of professional work experience in areas including non-linear video editing, motion graphics, video lighting and composition, camera operation, graphics design, audio recording, video production, or a closely related professional area.
3. Based on position requirements, additional education, training and/or work experience in the area of specialization inherent to the position, may be required.

*Note Master's Degree in an area consistent with the duties of the position may be substituted for one (1) year (12 months) of work experience.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of trends in the industry, and techniques and principles of camera operations, staging, lighting, audio recording and formatting of studio and location video shoots.
2. Knowledge of various video production and editing software programs.
3. Knowledge of social media platforms and the latest trends and best practices for multimedia applications.
4. Skill in producing high-quality video content for various outlets, copywriting, and editing.
5. Skill in verbal and written communication.
6. Skill in time management, organizing work assignments, and responding quickly and effectively to challenges.
7. Ability to supervise.
8. Ability to produce and create exciting audio-visual content.

9. Ability to multitask and work in a team-oriented and fast paced environment.
10. Ability to achieve thoroughness and accuracy when accomplishing tasks (attention to detail)