

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2026**

**MULTIMEDIA CONTENT PRODUCER**

**FLSA STATUS: NON- EXEMPT - PAY GRADE: 21 - P**

**JOB FAMILY: INFORMATION TECHNOLOGY JOB FUNCTION: BUSINESS SERVICES**

**GENERAL STATEMENT OF JOB**

The Multimedia Content Producer performs advanced technical and production work in support of the College's instructional, strategic, and institutional multimedia initiatives. This position oversees pre-production through final delivery, supports live and large-scale event production, provides technical guidance to production staff, and advances the adoption of new tools and workflows to enhance multimedia capabilities across the College. This position also provides expert consultation to faculty, staff, and leadership on multimedia strategy, storytelling, and technology.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Executes post-production workflows by managing video editing, multi-track audio, motion graphics, color correction, and quality control to produce professional, broadcast-quality content.

Serves as a senior creative and technical contributor to execute video productions by selecting and configuring camera systems, lighting, audio, and production techniques in alignment with approved creative direction and established production standards, ensuring high-quality professional results.

Designs and produces advanced motion graphics and visual effects using tools such as After Effects, Apple Motion, and Photoshop to ensure visually engaging, brand-aligned deliverables.

Leads pre-production planning for complex, multi-stakeholder video projects by developing production briefs, creative concepts, schedules, and comprehensive shot plans.

Provides technical guidance to multimedia staff and assigned support personnel to strengthen team skills and maintain quality standards.

Coordinates with studio engineering staff to execute live and streamed video coverage of major College events, including graduations and convocations, by directing crews and overseeing real-time broadcast and production decisions.

Oversees studio voiceover recording sessions by directing on-camera or voice talent and ensuring audio quality, performance, and messaging align with project objectives.

Provides expert consultation to faculty, departments, and leadership by translating instructional or organizational goals into effective multimedia strategies and deliverables.

Evaluates, recommends, and implements new production technologies, software solutions, and workflows by researching industry trends, presenting findings and advising leadership on adoption.

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Manages and maintains the College's multimedia asset library and archives to ensure proper organization, storage, accessibility, and long-term preservation of institutional content.

Provides multimedia production and visual communication support across the College to support students, staff, and faculty

Performs other related duties, as required.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Serves as a lead worker for other employees by providing work direction and technical guidance on assigned tasks.

### **MINIMUM QUALIFICATIONS**

Associate's degree from a regionally accredited institution and five (5) years of related experience in video production, multimedia development, or digital media production.

### **PREFERRED QUALIFICATIONS**

Bachelor's degree in Digital Media, Film Production, Communications, Graphic Design, or a related field from a regionally accredited institution and three (3) years of professional experience in video production, multimedia content creation, or visual communications, preferably in higher education or nonprofit settings.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Tasks may require extended periods of time at a keyboard or workstation. Must be able to exert twenty to fifty (20-50) pounds of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Physical demands are in excess of sedentary work.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using

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prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence**: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude**: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

**Numerical Aptitude**: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**Form/Spatial Aptitude**: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination**: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

**Manual Dexterity**: Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination**: May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament**: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

**Physical Communication**: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements**: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

**Effective**: 4/24/2026