

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2010**

CHIEF PRODUCTION MANAGER

FLSA STATUS: EXEMPT – PAY GRADE: 20 – C

**JOB FAMILY: MULTIMEDIA & CREATIVE/GRAPHIC DESIGN
JOB FUNCTION: COMMUNICATIONS**

GENERAL STATEMENT OF JOB

The Chief Production Manager provides leadership, supervision, and direction to creative and technical producers of communications productions targeted toward strategic external audiences in a converged media environment. The output of the Chief Production Manager's work contributes significantly to the brand development, enrollment growth, strategic communications and/or instructional needs of the college. As the supervisor of a production unit, the Chief Production Manager is expected to be expert in and contribute to production as a hands-on, engaged leader and to be accountable for the quality of all production from the unit.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Provide leadership and supervision to a team of multimedia production personal including technicians and artisans engaged in electronic news gathering, pre and post production, photography, video editing, audio recording and other production technologies.

Create and implement a system of quality control to ensure that all multimedia productions from the unit meet consistently high standards of quality.

Supervise multi-camera video shoots, achieving national advertising quality, selecting and directing internal and external staff for motion photography, lighting, audio, and post-production including graphics, animation, and music.

Ensure that team members maintain appropriate training and professional development for ongoing success in the rapidly changing environment of converged communication production.

Manage the equipment needs of the unit making recommendations for emerging technology as needed and having accountability for maintenance and inventory of multimedia production equipment including cameras, lights, recording equipment, editing stations, etc.

Work collaboratively with instructional leaders in digital media arts and converged communications to provide experiential learning opportunities for students entering production and communication fields.

Create modules and computer graphics.

Digitize images and sounds to various file formats; sets up and troubleshoots computer hardware; installs, updates and troubleshoots software.

Create multimedia productions and animations in a digital environment; produces media elements and database.

Demonstrate high level of command of a variety of applications software, including video editing software, video and still graphics software and related applications.

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Advise and assist in the evaluation and distribution of computer data and software.

Research and/or learn new hardware and software.

Perform related duties as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator or designee.

SUPERVISION EXERCISED

Supervision is exercised over full-time multimedia specialists, other staff and over external resources engaged on a project basis.

MINIMUM QUALIFICATIONS

A high school diploma or high school equivalency degree supplemented by a minimum of five (5) years of related experience.

PREFERRED QUALIFICATIONS

An Associate's degree from an accredited institution supplemented by demonstrated multimedia production portfolio showing evidence of total production mastery including directing, shooting, computer based video editing and graphics.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Some tasks involve frequent walking, standing; some lifting and carrying objects of moderate weight (12-20 pounds); and/or the operation of vehicles, office, shop, or hand tools in which manipulative skills and hand eye coordination are important ingredients of safe and/or productive operations.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

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

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

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

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supervisors.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; and to utilize college algebra.

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 rapidly and accurately in operating computer based multimedia equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of computer based multimedia equipment and machinery, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under 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). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions but may require exposure to extreme heat/cold or extreme weather conditions.