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Job Description

Job Title: Sr. Media Producer

Department: Marketing and Communications (MarCom)

Job Category/ FLSA Status: Communications/Exempt

Accountability: Sr. Director of Marketing and Public Relations

Authority: Technical lead for other staff

Position Description:

The position is responsible for conceptualizing, designing and producing various media product, including print, graphics, video, audio, and writing through a collaborative effort with institutional clients, along with executing all A/V services for the College

Major/Essential Functions:

- Effectively participates as team member on the Marketing and Communications team providing strategic thinking and planning in the design and production of media product in support of enrollment, marketing, communications, public relations, and advancement goals, objectives and agendas.
- Manages and executes audio, photography, and videography for College.
- Meets with clients to determine project scope of multimedia projects, and manages projects from initial development stages through completion while achieving established quality standards.

Duties/Responsibilities:

- Manages the development of desktop publishing, graphic design, audio, videos, and documents for website/blog utilization.
- Executes independent discretion and judgment concerning conceptual graphic design/publishing layout.
- Performs audio and video recording/editing and production.
- Contributes to the management of the College's corporate brand.
- Assists with the College websites editing (HTML and CSS) and other website maintenance.
- Assists in the management of the College's Social Media (e.g., Facebook, Twitter, etc.) through the utilization of benchmark Social Media methodology and practices.
- Manages print media for digital and printing press production.
- Coordinates and manages audio/video contractor for College events.
- Manages event A/V production for live events and recordings.
- Manages the College's multimedia inventory.
- Manages the audio/visual studio including equipment maintenance and inventory.
- Assists in the technical supervision of other multimedia staff.
- Conducts video and audio interviews with students/supporters and produces video/audio/ and written stories.
- Edits College publications such as the Academic Catalog, Student Handbook and other published material.
- Produces creative writing projects.
- Participates as a member of the CBS Crisis Management Alert Team.

- Assists with corporate and educational marketing related assignments as needed. Manages projects within established deadlines.
- Performs related duties as required.

Qualifications:

Required:

- Bachelor's degree from an accredited institution of higher education and 2 years of related experience or the equivalent.
- Individual must possess a blend of conceptual, artistic, and practical creativity (the ability to organize shapes/elements, along with typography and color, to form an aesthetically pleasing layout; the ability to coordinate video shoots for a final product that is in line with the creative vision of the College). The term "practical creativity" is defined as:
 - Form Follows Function - The product of a creative/artistic endeavor is only valuable if it communicates effectively and relevantly to its target audience;
 - Dollars and Sense - The product of a creative/artistic endeavor must also work within the limits of a fiscal budget structure;
 - Details Definitely Matter - All forms of accuracy (spelling, grammar, correctness) are significant to both a professional presentation and providing the College' audience with reliable, competent information.
- Be a committed Christian and in good standing with a local church
- Be in complete agreement with the doctrinal position of the College and able to sign its doctrinal statement without reservation

Preferred:

- Bachelor's degree from an accredited institution of higher education in a related multimedia degree program and 2 years of progressive multimedia development and production experience.
- Bilingual in English and Spanish (speak, read, and write)

Equipment/Skills/Knowledge needed to perform job (i.e., vehicle, MS Word, License, etc.):

- Ability to create/produce advanced-level work that is accurate in its content and consistent with the quality and brand of the College marketing materials.
- Strong interpersonal skills, including the ability to interact with people of diverse backgrounds.
- Strong organizational skills.
- Ability to work effectively under pressure and meet tight deadlines.
- Ability to work in a team setting as well as independently.
- Ability to make independent decisions regarding production, creative direction, and process of implementing corporate identity.
- Ability to make independent decisions regarding production, creative direction, and process of implementing corporate identity Knowledge of and fundamental understanding and experience with the following software programs/technologies is necessary to the daily efforts of this position:
 - *Graphic/DTP*: Adobe InDesign, Adobe Photoshop, Adobe Illustrator
 - *Videography*: ENG Video/Audio, DSLR Video, Adobe After Effects, Adobe Premiere Pro
 - *Audio*: ProTools, Adobe Audition, Any DAW
 - *Office Products (PC/Mac)*: MS PowerPoint / Keynote, MS Word / Pages, MS Excel / Numbers, MS Outlook / Entourage
 - *Web Design*: Adobe Muse, Dreamweaver,
 - *Photography*: DSLR
 - *Other*: WordPress/Blogger, HTML, CSS, FTP
- Ability to work and think independently as well as in a team and handle confidentiality and time-sensitive data.
- Ability to lead and direct subjects during video and photography shoots.

- Knowledge of and willingness to learn/improve upon the skills of the following programs are necessary for some of the responsibilities of the Position: Email Marketing (e.g., Constant Contact, MailChimp)

Measurable Expectations/Fiscal Responsibilities (i.e., quarterly reports, annual events, etc.):

- Project management deadlines and outcomes, reports, employee evaluations, and weekly status updates.
- All additional measurements of expectation and performance will be designed, documented and implemented as deemed appropriate to this position.

Mobility/Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk and reach with hands and arms.
- Employee is regularly required to sit, stand and walk.
- Employee must be able to work in close and distance vision, judge spatial relationships, color and three-dimensions.
- Employee must talk and listen via face-to-face contact and telephone.
- Employee is frequently required to lift and/or move up to 25 pounds and is occasionally required to lifts up to 50 pounds.

Working Conditions/Environment (i.e., necessary travel, unusual hours, etc.):

- Typical multimedia production environment
- Local travel is required in conjunction with College events and activities
- Weekend and evenings are required in support of College events and activities; and to deliver products within project timelines.

Security Sensitive: Yes

Statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, this job description does not establish a contract for employment and is subject to change at the discretion of CBS.

Believing that God values and calls men and women from every language, people and nation into His kingdom, CBS is committed to cultivating and maintaining an ethnically diverse educational and work environment that motivates and retains God's chosen individuals. CBS does not discriminate on the basis of race, gender, color, age, national or ethnic origin, veteran, marital status, or physical or mental disability in the administration of its employment policies except as such conditions may constitute bona fide occupational or assignment limitation.