

**Multimedia Producer**  
**Foothill-De Anza Community College District**

Direct Link: <https://www.AcademicKeys.com/r?job=124298>

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Posted Jun. 11, 2019, removed Jul. 8, 2019

<b>Job Title</b>	Multimedia Producer
<b>Department</b>	N/A
<b>Institution</b>	Foothill-De Anza Community College District Cupertino, California
<b>Date Posted</b>	Jun. 11, 2019
<b>Application Deadline</b>	7/5/2019
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Information Technology
<b>Apply Online Here</b>	<a href="https://apptrkr.com/1495232">https://apptrkr.com/1495232</a>

**Apply By Email**

**Job Description**

TITLE:Multimedia Producer

JOB #: 18-158

CLOSE DATE: 07/05/2019

CAMPUS: De Anza College

DEPT: President's Office

Starting Salary: \$6,872.16 (per month) plus benefits;

Salary Grade: C1-64

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Full Salary Range: \$6,872.16 - \$9,213.81 (per month)

NOTE: The salary advertised with this position is based on the 2017-2018 salary schedule. Effective July 1, 2018 through June 30, 2019, the position will receive an additional temporary 5% increase. On July 1, 2019 salaries will revert to the 2017-2018 salary schedule unless another agreement is reached.

The Foothill-De Anza Community College District is currently accepting applications for the classified position above.

Foothill - De Anza Community College District Mission Statement:

The mission of the Foothill-De Anza Community College District is student success. We are driven by an equity agenda and guided by core values of excellence, inclusion, and sustainability. Every member of our district contributes to a dynamic learning environment that fosters student engagement, equal opportunity, and innovation in meeting the various educational and career goals of our diverse students. We are committed to providing an accessible, quality undergraduate education dedicated to developing a broadly educated and socially responsible community that supports an equitable and just future for California.

De Anza College Mission Statement:

De Anza College provides an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation and the world.

De Anza College fulfills its mission by engaging students in creative work that demonstrates the knowledge, skills and attitudes contained within the college's Institutional Core

Competencies:

- \* Communication and expression
- \* Information literacy
- \* Physical/mental wellness and personal responsibility

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\* Civic capacity for global, cultural, social and environmental awareness

\* Critical thinking

**JOB SUMMARY:**

The Multimedia Producer is part of the Office of Communications' two-producer Multimedia Team responsible for all official college multimedia, chiefly video as well as audio. From conceptualizing through distribution, this hands-on position develops and executes all phases of visual storytelling: pre-production, production and post-production. The Multimedia Producer must be skilled at filming in the field with a primarily run-and-gun style; editing in Premiere Pro and creating titles and animation in After Effects; meeting all accessibility standards; and submitting creative, high-quality deliverables on competing deadlines. The Multimedia Producer must actively remain current with media appealing to college-going populations in order to produce engaging promotional and explainer videos as well as commercials and other products. The position is responsible for digitally optimizing video for distribution on YouTube, tracking performance using analytics, and developing solutions to inform current and potential students about De Anza College through multimedia. Reporting to the Associate Vice President of Communications and External Relations, the Multimedia Producer works collaboratively as a member of the Multimedia Team and with other Office of Communications staff including the Communications Associate, Graphic Designer and Web Team, and with designated faculty, staff and students collegewide.

**DEFINITION:**

Under the direction of an assigned administrator, develop engaging, interactive content for use on the college website and YouTube channel and for promotional and special projects, conceptualizing and producing quality, informative, creative media to support the goals of the college.

**EXAMPLE OF DUTIES AND RESPONSIBILITIES:**

Depending upon assignment, duties may include, but are not limited to, the following:

1. Develop and implement creative concepts for short-form multimedia, both single and series, incorporating the most current and engaging student-centered styles, methods and technologies, with attentiveness to established college branding.
2. Produce creative, highly professional multimedia packages, digital signage and online graphics as

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directed, integrating across platforms as appropriate: video, photography, motion graphics, animation, sound effects and music.

3. Synthesize complex information, such as processes and legal guidelines, into clear, appealing, readily understandable rich media.
4. Develop the college YouTube channel into a destination for quality, creative information about the college.
5. Enhance web pages with video or video links for student information.
6. Use outstanding storytelling skills.
7. Coordinate multimedia projects from start to finish.
8. Collaborate with faculty, staff, administrators and students college-wide in project development and production.
9. Draft project scripts as assigned.
10. Serve as a key participant in the project planning process, developing storyboards, establishing timelines and utilizing other planning devices as necessary.
11. Develop visually engaging official presentations as assigned.
12. Provide video/audio recording and editing, in collaboration with and serving as backup for the Multimedia Coordinator, as assigned.
13. Keep actively current with rich media techniques, emerging technologies and latest web trends.
14. Keep current with popular culture and media as consumed and produced by college students.
15. Guide student assistants.
16. In collaboration with the Multimedia Coordinator, capture and archive raw and finished assets and media.
17. Attend meetings as assigned.

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18. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Deep knowledge of a range of current design, coding, production, presentation and editing tools.
2. Student- and audience-appropriate focus; knowledge of trends and popular culture.
3. Video and audio recording.
4. Strong knowledge of web design, usability and accessibility principles; knowledge of fair use and copyright regulations.
5. Excellent writing, grammar and spelling skills.
6. Lighting skills for interior and exterior shoots.
7. Best practices for use of video for web.
8. Web accessibility guidelines.
9. Relevant current technologies, including multimedia recording, editing and graphics software.
10. Project management principles, practices, techniques, and tools.
11. District policies and objectives.
12. Operation of computers (Mac and PC) and software relevant to multimedia production.
13. Time management skills.
14. Technical aspects of field of specialty.
15. Interpersonal skills using tact, patience and courtesy.
16. Oral and written communication skills.

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17. Planning and coordinating the day-to-day activities related to multimedia.

18. Applicable laws, codes, regulations, policies and procedures related to multimedia.

19. Principles of training and providing work direction to others.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.

2. Be creative and express creativity.

3. Skillfully convey information visually and in writing

4. Both conceptualize and implement a vision

5. Quickly grasp, synthesize and explain complex topics

6. Appropriately identify target and range of audiences and adapt productions accordingly.

7. Continually upgrade skills.

8. Adapt to the use of different software and an environment of changing assignments, priorities and deadlines.

9. Plan and organize projects, programs, and events.

10. Implement program policies and guidelines.

11. Provide for program reporting and accountability.

12. Train, provide work direction, and guidance to others.

13. Interpret, apply and explain rules, regulations, policies and procedures.

14. Establish and maintain cooperative and effective working relationships with others.

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15. Operate a computer and various multimedia equipment.
16. Analyze situations accurately and adopt an effective course of action.
17. Meet schedules and time lines.
18. Work independently with little direction as well as collaboratively as part of a team.
19. Plan and organize work.
20. Remain current regarding trends in assigned field with a willingness to continuously upgrade skills.

WORKING CONDITIONS:

Environment:

1. Office environment.
2. Occasional outdoor work for field shoots.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Vision to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling objects up to 50 lbs.

MINIMUM QUALIFICATIONS:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic,

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religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.

2. Any combination equivalent to a Bachelor's degree in a related field AND three (3) years related work experience.

APPLICATION PACKET:

1. A District on-line application on

[url=https://apptrkr.com/1495232]https://chm.tbe.taleo.net/chm04/ats/careers/v2/viewRequisition?org=FHDA&

. \*In the application, you will provide information, which demonstrates your understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff. Additionally, you will be asked to explain how your life experiences, studies or work have influenced your commitment to diversity, equity and inclusion.

2. A cover letter addressing your qualifications for the position.

3. A current resume of all work experience, formal education and training.

4. Provide a link to an electronic portfolio OR three (3) separate links to videos in which you played a key role in producing.

If any required application materials are omitted, the committee will not review your application. Items not required (including reference letters) will not be accepted. For full-consideration, all application packets must be received by 11:59 pm on the closing date.

Please allow yourself ample time to complete your application and resolve any technical difficulties that may arise with your submission. We do not guarantee a response to application questions within 48 hours of the closing date. You may also visit our Applicant Information to assist with technical difficulties at:

[url=https://apptrkr.com/get\_redirect.php?id=1495232&targetURL=http://hr.fhda.edu/careers/a-applicant-instructions.html]http://hr.fhda.edu/careers/a-applicant-instructions.html

CONDITIONS OF EMPLOYMENT:

Position: Full-Time, Permanent, 12 months per year





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Starting date: As soon as possible upon completion of the search process.

Excellent benefits package which includes medical coverage for employee and eligible dependents, dental, vision care, employee assistance program, long term disability, retirement benefits and basic life insurance. For information on our benefits package that includes medical for employees and dependents, visit our web site:

[url=https://apptrkr.com/get\_redirect.php?id=1495232&targetURL=http://hr.fhda.edu/benefits/index.html]http://

Persons with disabilities who require reasonable accommodation to complete the employment process must notify Employment Services no later than the closing date of the announcement. The successful applicant will be required to provide proof of authorization to work in the U.S. All interviewing costs incurred by applicant are the responsibility of the applicant.

For more information about our application process contact:

Employment Services

Foothill-De Anza Community College District

12345 El Monte Road

Los Altos Hills, California 94022

Email:

[url=https://apptrkr.com/get\_redirect.php?id=1495232&targetURL=mailto:employment@fhda.edu]employment

[url=https://apptrkr.com/get\_redirect.php?id=1495232&targetURL=http://hr.fhda.edu/]http://hr.fhda.edu/

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact

N/A

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