

Digital Media Specialist (7455U), Berkeley Public Health -
73185
University of California, Berkeley

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Posted Sep. 26, 2024, set to expire Jan. 23, 2025

Job Title	Digital Media Specialist (7455U), Berkeley Public Health - 73185
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Sep. 26, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations
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Job Description

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the

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transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and our [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

Berkeley Public Health (BPH) aims to improve population health, especially for the most vulnerable, through interdisciplinary collaborations, preeminent education, and transformational research. Established in 1943, BPH is a professional school on the UC Berkeley campus that comprises six academic divisions and nearly 30 research centers and programs. Our department's values include social justice, health as a right, challenging conventional thought, embracing diversity, and creating meaningful impact. We honor our principles of community by centering and valuing everyone in our community; prioritizing prevention while remaining grounded in social justice; promoting safety and respect; practicing self-care and kindness; and remaining optimistic, hopeful, and committed to change. Learn more at: publichealth.berkeley.edu.

BPH Online MPH Program was the first online degree program on the Berkeley campus. It is a self-supporting degree program that receives no campus subsidy. It has grown steadily since its opening and currently serves approximately 300 students annually. The School's ambition is to continue to grow the OOMPH and similar programs that are self-supporting and generate revenue for the School as well

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as to use our online platforms to increase access to high-quality public health education in California and Globally. We envisage a future in which the boundaries between online and in-person education blur and where the same tools are used in both. We also envisage that the tools will facilitate far greater collaboration among universities - whether within California or around the world - to the mutual benefit of the universities and their students.

This position creates high-quality video content for online courses, flipped-class content, and marketing purposes of the Berkeley School of Public Health. This position works closely with faculty, instructional designers, and other staff to produce content, primarily video, for these purposes.

Uses skills as a digital communications specialist to produce digital media content primarily for instructional purposes. Includes directing participants, including faculty, revising scripts and creating animations, keying, and edits for a variety of educational video content; ensuring proper archival and management of video assets. Oversees BPH production studio, including managing equipment, training faculty, and coordinating calendar.

Demonstrates a full understanding of industry practices and organization policies and procedures. Demonstrates good judgment in selecting methods and techniques for obtaining solutions.

Application Review Date

The First Review Date for this job is: October 7, 2024

Responsibilities

- Partner with the instructional design team to produce instructional video content in a studio setting.
- Perform studio production, including consultation, chromakeying, and aligning production processes with expectations for post-production.
- Evaluate production and post-production workflows internally for efficiency and continuous improvement.
- Oversee the BPH production studio, including managing equipment, training faculty, and coordinating the calendar.
- Produce motion graphic animation for educational content, including quantitative material, charts, graphs, characters, and synchronous audio.
- Edit video and audio content to produce polished final versions of course material.
- Embed and publish web and video content.
- Maintain standards of Universal Design for Learning (UDL) and accessibility.

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- Assemble PDF readers for online courses.
- Support day-to-day course operations involving multimedia content and accessible design.
- Actively contribute to a team environment that fosters a culture of diversity, equity, inclusion, and belonging (DEIB) within the unit and at BPH.
- Maintain knowledge of BPH Digital business processes to provide backup support to the team.
- Collaborate with the instructional design team to produce interactive multimedia material, including case studies and simulations, for executive education programs.
- Evaluate multimedia material for potential use in online degree programs.
- Participate in workshops, trainings, and other professional development activities.
- Perform other duties as assigned.

Required Qualifications

- Thorough knowledge of video production, studio operation, cameras, lighting, and production equipment including industry practices and trends
- Experience in creating multimedia content using software such as Adobe Creative Cloud, Articulate 360, Screenflow, Camtasia, etc.
- Strong multi-tasking skills to work under pressure and with competing deadlines while maintaining attention to details, composure and efficient output without extensive supervision.
- Demonstrated people skills to work both independently and in collaboration with others with impeccable professionalism, a positive/can-do attitude and willingness to pitch in as needed.
- Thorough skills to develop and implement original ideas and correctly identify and effectively solve problems.
- Experience working with diverse constituents with awareness of/sensitivity to different languages and cultures in creative development that is inclusive and equitable.
- Thorough interpersonal communication skills, including ability to direct the performance of faculty and interview subjects
- Thorough skills to develop and implement original ideas and correctly identify and effectively solve problems.

Education/Training:

- Bachelor's degree in related area and / or equivalent experience / training.

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Preferred Qualifications

- Master's degree in educational technology, digital media, communications, or the equivalent training/experience.

Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

- The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$80,400.00 - \$100,900.00. This is an exempt, monthly-paid position.
- This is a two-year, full-time (40 hours/week), Contract position that is eligible for full UC benefits.

How to Apply

To apply, please submit your resume and cover letter.

Other Information

This position is not eligible for visa sponsorship.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified



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applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

Contact Information

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

Contact

N/A

University of California, Berkeley

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