



The University of Texas at San Antonio™

Job Description

Job Title:	Creative Producer	Job Family:	UT014 – Ed Support
Type:	Classified - Exempt	Job Code:	18681
Department:	VPAA – Academic Innovation	Salary Grade:	61
Reports to:	Director of Video Technology	Created/Revised:	11/4/2021
Work Modality:	May vary dependent upon department needs		

Job Summary

Reporting to the Director of Video Technology, the Creative Producer (CP) collaborates with colleagues within the Office of Academic Innovation as well as faculty and instructors to develop and manage creative digital media projects. The Creative Producer will guide projects through the entire lifecycle – from concept creation and pre-production to delivery and archiving.

Core Responsibilities

1. Build and manage productive relationships with a broad range of people, including faculty, academic staff, program managers, instructional designers, etc. – closely collaborating on creative approaches to meet learning goals with digital media, setting timelines, articulating the production process and expectations, communicating issues, providing status updates, and suggesting appropriate methods for improvement.
 2. Coordinate the pre-production process: work with faculty and instructors on concept development, scripts, and storyboards; create and communicate project scope and timelines; and manage deliverables within the resources allocated.
 3. Coordinate the production process: schedule shoots and determine staffing needs to support them; uphold legal compliance standards and procedures; finalize deliverables with the teaching team; and post assets to internal or external media hosting platforms.
 4. Organize the post-production of content and collaborate with the post-production team: editing videos, adding slides and supplemental content, and encoding video resources to the right specifications.
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Minimum Requirements

Education/Certifications

- Bachelor's degree from an accredited institution in Communication, Digital Media, Marketing, Video Production or related area.

Experience

- At least four years of experience with video production and post production or creative media experience.

Knowledge Skills & Abilities

- Proficient in Adobe Creative Suite.
- Working knowledge of Final Pro X.
- Working knowledge of cloud-based media production workflows.
- Proficient in digital media asset management.
- The ability to successfully and independently plan and manage projects at the strategic and operational levels, within prescribed deadline.
- Exceptional research, writing and fact-checking skill.
- Exceptional judgment and creativity.

Core Competencies

Individual Contributor:

Customer Focus, Dealing with Ambiguity, Functional and Technical Skills, Action Oriented, Self-Development

Working Conditions

Working Environment:

- Works both indoors and outdoors at a variety of campus locations. Some off-campus work is required.

Physical Demands:

- Must be able to lift and carry videography equipment to complete assignments.