Senior Multimedia Producer - 46441-1A

Updated: Dec 6, 2022
Location: Irvine-Campus
Job Type:
Department: Engr DO Communications

Job Opening ID: 46441
Reports To: Director of Communications
Working Title: Senior Multimedia Producer
Department: Engr DO Communications
Bargaining Unit: 99
FLSA: Exempt
Payroll Job Code: 007477
Job Location: UCI Campus- Irvine
Percent of Time: 100%
Work Schedule: 8-5
Employee Class: Career

Position Summary:

Founded in 1965, the Samueli School of Engineering educates more than 4,600 students (3,728 undergraduates and 961 graduates) with an integrative approach that blends fundamentals, research and hands-on experience. The School’s aim is to unleash innovation, create opportunities and inspire ingenuity. The School’s faculty members are leaders in their disciplines who have achieved worldwide recognition for their research and dedicated teaching. The School includes six academic departments. Under the leadership of the Dean, the School pursues research that is timely, socially responsible and cutting edge, and works in partnership with industry, state, and federal agencies to promote the transfer of research to applications that benefit society. Current research thrusts include Communications and Information Technology, Energy and Sustainability, Human Health, and Advanced Manufacturing and Materials. The Samueli School’s communication unit provides marketing, news and feature writing, media relations, photography, and event planning and logistics services for the school. The team supports the dean’s office units, the academic departments and is responsible for the school's award-winning annual magazine, printed and online communications, the website and social media channels.
Independently oversees a multimedia communications program for the school of engineering with moderately complex communications requirements. The communications program usually includes written, visual, digital and electronic communications. The Senior Multimedia Producer serves as a collaborative member of the communications team. The position is responsible for carrying out multimedia projects and stories using a variety of mediums that complement the content and showcase school research, features and events. This position focuses on the use of video, animated graphics and podcast storytelling tools. The position is responsible for executing and maintaining the school’s communication social media strategy and advancing its social media presence by promoting and marketing the school’s storyline across Twitter, Facebook, YouTube, LinkedIn and other digital platforms. The position stays current with social media trends and best practices and addresses comments and inquiries on behalf of the school to maintain the school’s active and timely online presence. The position gathers, analyzes and presents social media and web trend data, metrics and analytics to help leadership make strategic plans about its communication efforts. The position also serves as a general writer and editor for a variety of printed and/or digital publication assignments that require the writing of well-structured stories for general audiences.

**Key Responsibilities**

List key functions and the estimated percentage of time spent performing each of the responsibilities. Indicate which responsibilities are considered "Essential" to the successful performance of the job as defined by the EEOC: “Essential functions are the basic job duties that an employee must be able to perform. You should carefully examine each job to determine which functions or tasks are essential to performance.”

**Example:**

<table>
<thead>
<tr>
<th>% of time</th>
<th>Essential Function (Yes/No)</th>
<th>Key Responsibilities (To be completed by Supervisor)</th>
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<tbody>
<tr>
<td>No</td>
<td></td>
<td>Manages comprehensive communications programs, including written, visual, digital, and electronic communications.</td>
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<tr>
<td>Yes</td>
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<td>Work with communications team to create multimedia projects and stories, including video and podcasts.</td>
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<td>Produce compelling stories in a multimedia format from concept to completion, including writing, interviewing, shooting and editing projects for websites, social media, special events, and other platforms including the school’s YouTube channel.</td>
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| 30% | Yes | Advises and consults with school administration regarding all aspects of social media communications including developing strong communications strategies that effectively deliver the desired message, policy interpretation, and problem resolution.  
Develop and execute the school's communications social media strategy. Identify best practices to continuously improve and align the school’s social media presence.  
Promote the school to the public in advance of and after school events by monitoring, engaging, and growing the school’s various online communities.  
Create and oversee posts by communications team members on social media channels, including Twitter, Facebook, YouTube and LinkedIn, in addition to creating accounts and strategy for the school on new digital platforms.  
Regularly monitor social media accounts and respond to comments/questions in a timely manner.  
Gather relevant data, create reports, and analyze and present social media performance metrics and analytics to the director of communications. |
| 20% | Yes | Ensures production of high-quality products that effectively deliver the desired message within budget and time constraints. As assigned, research, write and/or edit articles for a variety of printed and/or digital publications for internal and external audiences, consulting with sources as necessary.  
Produce clear, engaging, accurate and well-structured news and feature stories for a general audience. |
| 5% | Yes | Identifies specific multimedia communications needs and develops the content and process for organizational improvements. |
Compensation Range:

$71,300 - $85,650

Department Website:

https://engineering.uci.edu/

Required:

Bachelor's degree in multimedia, communications, journalism or related area and / or equivalent experience / training.
Knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications. Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and applications. Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or health sciences. Solid skills to create, develop, and implement comprehensive long and short-term strategic communications plans. Knowledge and skills to advise and consult with management to ensure delivery of the desired message to the target and / or broad general audiences. Solid written, verbal, interpersonal communications, active listening and political acumen skills. Knowledge of location protocols and channels for communication internally and externally. Thorough knowledge and experience of communication principles, and marketing techniques in social media and other related mediums. Skill and ability to stay current on digital and social media trends, including but not limited to Twitter, Facebook, YouTube and LinkedIn, in addition to creating accounts and strategy for the school on new digital platforms. Knowledge of appropriate editorial style and publication guidelines, including the AP style guide. Working knowledge and skill with fundamentals of writing and editing to produce clear, engaging, accurate and well-structured news and feature stories for a general audience. Skill and experience using social media marketing and management tools, such as Hootsuite. Skill and ability to gather relevant data, create reports, and analyze and present social media performance metrics and analytics to the director of communications and other stakeholders. Knowledge and technical skills with the specialty use of video, broadcast news, production, graphics, podcast, internet and other technical venues and emerging technologies, and their most appropriate and effective applications.

Conditions of Employment

The University of California, Irvine (UCI) seeks to provide a safe and healthy environment for the entire UCI community. As part of this commitment, all applicants who accept an offer of employment must comply with the following conditions of employment:

- Background Check and Live Scan
- Legal Right to work in the United States
• Vaccination Policies
• Smoking and Tobacco Policy
• Drug Free Environment

The following additional conditions may apply, some of which are dependent upon business unit or job specific requirements.

• California Child Abuse and Neglect Reporting Act
• E-Verify
• Pre-Placement Health Evaluation

Details of each policy may be reviewed by visiting the following page - https://hr.uci.edu/new-hire/conditions-of-employment.php

**Closing Statement**

The University of California, Irvine is an Equal Opportunity/Affirmative Action Employer advancing inclusive excellence. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected categories covered by the UC nondiscrimination policy.

We are committed to attracting and retaining a diverse workforce along with honoring unique experiences, perspectives, and identities. Together, our community strives to create and maintain working and learning environments that are inclusive, equitable, and welcoming.

UCI provides reasonable accommodations for applicants with disabilities upon request. For more information, please contact Human Resources at (949) 824-0500 or eec@uci.edu.