

Alberta's Health Regions and Voluntary Organizations and the Health Sciences Association of Alberta (HSAA)

This classification specification identifies representative duties and responsibilities, and is intended to assist in the determination of the appropriate classification level within each discipline. Some duties and responsibilities may overlap between class levels. The classification specification is not intended to provide an exhaustive list of all duties performed.

Classification Title: **Media Producer**

Date Updated: **May 20, 2008**

Job Summary:

The Media Producer performs technical duties to produce and edit comprehensive and creative audiovisual (AV) production services and photography support for educational/instructional use. The Media Producer also provides technical support to end users.

Key Responsibilities and Typical Duties

In addition to the duties and responsibilities of the Audiovisual (AV) Technician I, the Media Producer:

Core Duties

- Meets with user departments to determine project/ assignment objectives, time frames and budget and recommends optimal production techniques.
- Plans, prepares, designs and produces written scripts for use in developing educational/instructional presentations.
- Directs and coordinates production of audiovisual activities and provides assistance with presentations requiring unique or special setup.
- Edits and presents finished products for evaluation, and consults with clients and makes modifications as required.

Other Related Duties

- Ensures that rooms are supplied with appropriate AV equipment and supplies as required.
- Arranges for external resources and acting personnel.
- Provides support to staff for immediate AV concerns.
- Participates in the development of protocols.
- Orients speakers and participants on equipment use.
- Documents and reports technical problems.
- Establishes and maintains a regular maintenance system.

Leadership

- Assigns, prioritizes and schedules the work of audiovisual staff.

Decision-Making

- Determines viable types of media and presentation techniques.
- Determines sets, props, lighting, staging, video timing and technical direction.
- Reviews, evaluates and recommends audiovisual equipment and supplies for purchase.

Knowledge:

Education

- Diploma related to Photography and/or Audio/Visual Multimedia Production from an accredited post secondary institution.

Working Conditions:

Physical Demands

- Bends, reaches lifts and carries equipment/ supplies.
- Extensive viewing of screens and monitors used in recording and editing.

Work Environment

- Office environment and editing/ audio suites.
- Travel in all weather/road conditions.