

6.8 MEDIA PRODUCER
Creative Production Center



REPORTS TO:	Creative Design Manager (working title)
SUPERVISES:	None
STATUS:	Full Time, Non-Exempt

OMCA CORE COMMITMENT

All staff embrace and advance the OMCA mission, values, and vision, and uphold OMCA core principles in their work, public interactions, working relationships, and efforts on behalf of the Museum and the people OMCA serves. This shared commitment helps build a relevant and sustainable future for OMCA. The core principles are:

- **Open optimism**... communicating, learning, experimenting, and working in new ways while upholding mutual respect, trust, transparency, and quality in our work
- **Mission minded**... embracing collective leadership for institutional success in the visitor experience, public engagement, financial sustainability, and relevancy for the future
- **Courageous collaborations**...integrating multiple viewpoints and talents through cross-disciplinary, cross-functional, and cooperative processes within the Museum and with our public and communities
- **Adaptive accountability**...demonstrating capacity to fulfill expectations while remaining responsive to the issues of our community and the ever changing environment in which we work

ROLE OF THE CREATIVE PRODUCTION CENTER

The Creative Production Center (CPC) coordinates all production functions for OMCA, creating a central clearinghouse for exhibitions, programs, media, graphics, and visual products. CPC staff provides professional exhibition and graphic design, preparation and installation, media development and production, and coordinates with other Centers to contribute to the visitor experience and public engagement.

SUMMARY OF POSITION DUTIES AND RESPONSIBILITIES

The primary role of the Media Producer is to support the development and production of digital, interactive, and social networking media content for OMCA's collection and changing exhibition galleries. The Media Producer will assist in sourcing and preparing digital assets for use in interpretive materials and exhibits and will collaborate across Centers in the areas of digital media design, content planning and implementation, related prototyping and evaluation activities, maintaining AV equipment, and in repurposing gallery media assets for web uses.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following reflects OMCA's definition of essential functions for this position, but does not restrict the tasks that may be assigned. OMCA may assign or reassign duties and responsibilities to this position at any time due to reasonable accommodation or other reasons.

Institutional Responsibilities

- Support the Museum's mission, values, vision, and core commitment to the visitor experience, community engagement, and institutional relevancy for the future;
- Contribute to and support the OMCA strategic plan, annual priorities, and institutional initiatives such as diversity advancement;
- Exercise leadership, the highest level of integrity, and professionalism in all aspects of work on behalf of OMCA and service to the public;
- Contribute creative ideas and propose solutions to support a proactive work environment;
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation, and openness to many perspectives;
- Work within guidelines for the prudent management of the OMCA annual budget and finances;
- Adhere to personnel policies and practices;
- Participate in a culture of ongoing learning, collaboration, innovation, creativity, and community engagement;
- Participate on and/or lead project teams as assigned; and,
- Participate in conversations and education about museum practices, standards, and trends that contribute to a 21st century museum in service to the public.

Project Management

- Possess strong organizational skills, an ability to prioritize and accomplish multiple tasks to meet firm deadlines, and have the capacity to work collaboratively within a dynamic, creative work environment;
- Support project teams in the implementation of new media-based, multidisciplinary projects;
- Assist to develop budgets and schedules, and oversee production and presentation of projects;
- Advise and assist with prototyping and evaluation activities;
- Manage contractors, and vendors to successfully complete assigned projects;
- Monitor schedule and expenditures to ensure that projects are completed on time and within budget; and
- Provide general technical and administrative support related to media development and maintenance as needed.

Exhibition, Program, and Online Activities

- Gather, prepare, and edit digital material (graphics, audio, and video) for all gallery interpretation and for use on the OMCA website and other auxiliary websites created by OMCA;
- Produce interactive media such as program software for touch screens and button/sensor based interactivity;
- Source and prepare supporting hardware for digital content;
- Develop digital prototypes and digital evaluation activities;
- Produce content for social networking media such as Facebook, Twitter, YouTube, and Vimeo;
- Facilitate production of translation and closed captioning of content;
- Produce and process photographic, video, and audio documentation of public programming and disseminate for distribution, and;
- Oversee the operation and maintenance of gallery and exhibition-related audio/visual and digital media installations.

Communication

- Provide support as needed to the OMCA Lab in the development of interactive media elements;
- Develop multidisciplinary projects in concert with the Lab and the Audience and Civic Engagement Center;
- Research and advise on museum best practices related to new media use within galleries and on websites; and,
- Participate in a cross-functional media and technology team and contribute to discussions regarding the development of a long-term plan for media at OMCA.

QUALIFICATIONS

Knowledge of:

- Current trends in contemporary art and museum practice as they relate to interactive, media based experiences in the gallery;
- Non-linear video and audio editing software such as Final Cut Pro, Premiere, Logic, Pro Tools ;
- Adobe Creative Suite application;
- Audio and video compression and encoding;
- Mobile/App development (iOS/Android) is desired and Max/MSP/Jitter a plus;
- Institutional social networking media integration for Facebook, Twitter, YouTube, and Vimeo;
- Microsoft Windows 2000/XP/Vista, Windows 7 and Mac OS X applications and operating systems;
- Basic HTML, HTML5, PHP, CSS, Javascript, Flash;
- Familiarity with audio/video equipment including: DSLR cameras, P2 workflow, lights, green screens, digital audio recorders, microphones, and basic grip gear;
- Section 508 compliance coding standards;
- Basecamp, Zimbra, or other collaborative workflow applications;
- English, fluent in both spoken and written form; and,
- A secondary language, such as Spanish or Chinese, is desired.

Ability to:

- Conduct research on new and emerging media trends and their applications to museum practices;
 - Work with highly creative people to produce technical yet visitor friendly, interactive media experiences;
 - Apply audience research to media initiatives and activities to broaden and deepen audience awareness;
 - Update gallery and online content utilizing collaborative and content management systems;
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- Self-manage projects simultaneously and meet deadlines; and
 - Operate a motor vehicle in the performance of assigned duties.

EDUCATION AND EXPERIENCE

A combination of experience and education that demonstrates possession of the necessary knowledge and abilities for this position is required as noted:

- Six years of professional experience in providing administrative support, planning, production, and/or coordinating progressive, hi-tech projects;
- Demonstrated history in developing and delivering engaging interactive visitor experiences in museums or other cultural or educational environments is strongly preferred;
- Bachelor's degree from an accredited college or university in art, history, liberal arts, media, or other disciplines relevant to museum collections, exhibitions, and programs. Masters degree is preferred.

PHYSICAL & MENTAL REQUIREMENTS

While performing the duties of this position, the employee is frequently required to do the following:

- Stand, sit, and walk for extended periods of time;
- Crouch, bend, and reach;
- Lift objects weighing up to 50 lbs;
- Coordinate multiple tasks for several projects simultaneously;
- Collect, interpret, and/or analyze complex data and information;
- Utilize visual acuity to operate equipment, read technical information, and/or use a keyboard;
- Utilize hand and finger dexterity;
- Drive an automobile, cargo van and/or mid-size truck; and,
- Submit to fingerprinting and clear a criminal history records check, for security purposes.

WORK ENVIRONMENT

While performing the duties of this position, the employee is frequently exposed to the following:

- Outdoor weather conditions – hot and cold seasonal conditions;
- Noise, such as groups of people working in enclosed areas;
- Cold temperatures associated with refrigerated areas;
- Dust and odors associated with fabrication materials;
- Typical office environment; and,
- Public environment such as an airport and corporate business lobby.

LICENSE OR CERTIFICATE

To perform the duties of this position, the employee is required to possess the following:

- Valid California driver's license; and,
- United States passport or Alien Resident card.