

## UW HEALTH JOB DESCRIPTION

VIDEO PRODUCER			
Job Code: 320013	FLSA Status: Exempt	Mgt. Approval: C. Klann	Date: November 2021
Department: Marketing & Communications		HR Approval: B. Haak	Date: November 2021
JOB SUMMARY			
<p>Under the direction of the Manager of Creative Services, the Video Producer is responsible for coordinating, scheduling, managing and implementing all aspects of a video project. This includes defining creative direction, writing scripts, organizing logistics, deadlines and communicating with the team each step of the way. Together with the Videographer, the Video Producer creates a variety of video work for placements in local, state, regional, national and international outlets and in social media, on websites, at events and on other digital platforms for various UW Health audiences.</p> <p>The Video Producer works closely with the Videographer, effectively working with various Marketing and Communications staff including media specialists, account managers, social media specialists, photographers, motion graphics and graphic design staff. They will consult with UW Health experts and staff, leadership and patients and families to develop project plans that include creative direction and a detailed schedule. The Video Producer has project management responsibilities and works under tight deadlines to independently complete assignments.</p> <p>The Video Producer is expected to work under minimal supervision and has appreciable latitude for actions and decisions. The incumbent consults with and advises colleagues on video production, storytelling and equipment set-up and purchasing.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> <li>1. Works closely with the Videographer to coordinate, schedule, manage and implement all aspects of the video project producing a wide variety of video work for a broad range of needs, including but not limited to, media, social media, marketing, philanthropy, corporate communications and events</li> <li>2. Plans, organizes, prioritizes and manages video projects using web-based project management system</li> <li>3. Ensures that all video work supports the UW Health brand standards, including brand voice and design style</li> <li>4. Consults with Videographer, media specialists, department account managers, UW Health clients to recommend approaches that achieve client goals, while completing projects within required timeframes</li> <li>5. Participates in continuing education and training to stay up to date with editing and health care industry trends</li> <li>6. Works together with IS to maintain equipment and software needs</li> <li>7. Maintains accurate HIPAA compliance records for all video projects</li> <li>8. Serves as a subject matter expert by consulting with and educating colleagues on the distinctive aspects of video story-telling</li> <li>9. Establishes contacts internally with faculty, administrative and clinical staff, leadership, and other personnel to produce video content</li> <li>10. Researches, writes, produces and obtains approval for all video work</li> <li>11. Participates in emergency planning and other routine duties</li> <li>12. Attends news conferences, briefings, special events and meetings, as needed</li> </ol>			
<b>ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.</b>			
JOB REQUIREMENTS			
Education	Minimum	Bachelor's degree in Journalism, Public Relations or related field	
	Preferred	Bachelor's degree in Journalism or Public Relations; coursework or experience in multi-media communications; familiarity with health and science writing	
Work Experience	Minimum	5 years working as a Video Producer	
	Preferred	Health care experience; familiarity with higher education a plus	
Licenses & Certifications	Minimum		
	Preferred		
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Excellent writing and video production skills with a portfolio that emphasizes high-quality, engaging work</li> <li>• Excellent customer service and ability to deal effectively with diverse clients</li> <li>• Knowledge of video cameras, computers and editing software</li> <li>• Basic video editing skills</li> <li>• Ability to handle multiple projects and competing deadlines</li> </ul>	

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	<ul style="list-style-type: none"> <li>Ability to recognize how to tell a story visually</li> <li>Ability to function effectively as a member of teams</li> <li>Ability to recognize potentially sensitive or problematic issues</li> <li>Ability to learn computer and application skills as applicable to role</li> <li>Ability to interact with and work around people</li> <li>Ability to make judgments in demanding situations</li> <li>Ability to react to frequent changes in duties and volume of work</li> <li>Effective communication skills</li> <li>Ability to listen empathetically</li> <li>Ability to logically organize details</li> <li>Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish</li> <li>Ability to manage multiple concurrent activities</li> </ul>			
<b>PHYSICAL REQUIREMENTS</b>				
<b>Indicate the appropriate physical requirements of this job in the course of a shift.</b> <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>				
<b>Physical Demand Level</b>		<b>Occasional</b> Up to 33% of the time	<b>Frequent</b> 34%-66% of the time	<b>Constant</b> 67%-100% of the time
	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
<b>X</b>	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
<b>Other - list any other physical requirements or bona fide occupational qualifications not indicated above:</b>				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.