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11-May-2020

Multimedia Producer

Campus Services

51709BR

Job Code

405004 Comm Professional (N)

Job Summary

The **Multimedia Producer** is responsible for all aspects of print and web production of *Harvard Magazine* as well as the production of its podcast and various digital products (emails, videos, and other media). The successful candidate will work closely with the Creative Marketing Director, Art Director, Digital Content Strategist, Web and Technology Specialist and others.

Job-Specific Responsibilities

- Responsible for the production of a print magazine targeting Harvard University alumni and staff and published six times a year (260,000 circulation; approx. 800 pages/year):
 - Prepare pages for printing using web-based production management system, set printer instructions for each issue
 - Manage relationship with the printer, act as a liaison and main contact from pre-press to bindery
 - Coordinate prepress activities through a vendor
 - Provide end-to-end quality assurance
- Responsible for website production and content management:
 - Transfer print contents to the website
 - Produce online-originated stories (several per week) for the website (including image acquisition)
 - Create and produce multimedia content to complement editorial (audio, video, interactive graphics, and electronic files)
- Responsible for production and technical aspects of *Harvard Magazine's* podcast, "Ask a Harvard Professor:"
 - Schedule, record, and edit podcast. Upload to host site for distribution.
 - Create animations and other media to be used for promotion on social media
- Responsible for producing emails (several per week) using HTML and CSS skills to edit and design layouts as needed
- Create and produce audio, video, interactive graphics, animations, and other media for web and social media posts
- Act as a vital member of the digital strategy committee, develop ways to increase web traffic using multimedia, use google analytics to review online media performance, create reports and present data to the group, and work with subcommittees to create best practices and implement changes.
- Help maintain the highest standards of multimedia accessibility and universal design.
- Other related duties as assigned.

Basic Qualifications

- Bachelor's Degree
- Directly related print and digital publishing experience required (related course work and, at a minimum, college- level internships and project experience may count towards work requirement),
- A demonstrated track record of producing quality multimedia content for various digital platforms, including content management systems such as Drupal and social marketing and outreach tools including Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Experience with developing and adapting content for new platforms, translating work for different audiences (both broadly and specifically defined), and picking up new storytelling tools and techniques
- Fluency with Adobe Creative Suite and other video/audio/photo software, such as Final Cut Pro, Premiere, Lightroom, and Canva
- Proficiency with media production tools such as DSLR and smartphone cameras, microphones, and video cameras
- Experience with email design and production, using a platform like Mailchimp
- Experience using web analytics, SEO, and other tools for tracking and boosting content reach
- Basic HTML and CSS knowledge

Additional Qualifications

- Bachelor's degree in Multimedia/Visual Communications, Graphics or related field preferred
- Prior experience using content management systems such as Drupal preferred
- Must have proven comfort with learning and mastering new applications and technologies

- Must be able to work independently and as part of a team
- Must pay close attention to detail and prioritize diverse tasks
- Must possess solid track record for meeting deadlines with the ability to respond quickly and with flexibility to changing conditions
- Must possess excellent organization/time management skills with the ability to handle multiple projects at one time
- Strong understanding of printing processes, color-matching systems, photography, and typography preferred
- Superior customer service skills
- Must have a strong knowledge of MS Office applications
- Must be willing to work flexible hours, particularly around deadlines

Additional Information

Must provide a resume and cover letter, as well as a portfolio of video and multimedia work that has been published to the web—at least 3-5 links—to be considered for this role.

Job Function

Communications

Sub-Unit

Harvard Magazine

Location

USA - MA - Cambridge

Department

Harvard Magazine

Time Status

Full-time

Union

55 - Hvd Union Cler & Tech Workers

[Salary Grade](#)

056

Pre-Employment Screening

Education, Employment, Identity

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