

ALASKA PUBLIC MEDIA
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Title: Multimedia Producer
Department: Content
Reports to: Director of Video Production
FSLA Status: Full-time, Non-Exempt
Version 1.0

The Multimedia Producer participates in all aspects of television and digital video production, distribution, and production processes at AKPM.

Alaska Public Media (AKPM) is a broad-based public media organization that delivers television, radio, and web content. AKPM is the source of PBS television, NPR radio, and stewards the Statewide News Network.

Essential Functions:

The Multimedia Producer will:

- Record and edit video for television broadcast and digital distribution including social platforms as directed.
- Edit AKPM original content and prepare digital files for broadcast and online content delivery.
- Perform duties during TV Studio production including technical directing, character generator, teleprompter, floor manager, camera operator, lighting, and audio.
- Perform duties during field production including directing, shooting, lighting, interviewing, and audio, both independently and as support staff.
- Curate and schedule playlists of national and AKPM local content on PBS.org and the PBS app.
- Create and edit graphics, animations, and illustrations.

Duties and Responsibilities:

In addition to the above functions, the Multimedia Producer will:

- Edit and maintain AKPM video web pages, YouTube channels, and upload video for social media platforms.
- Upload and manage local AKPM video content on designated distribution platforms including sIX, Media Manager, YouTube, and other PBS digital platforms.
- Manage acquisition of promotion material for editing.
- Monitor social media trends and provide recommendations for AKPM best practices.

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- Work with student crews and interns.
- Research story topics and ideas independently and coordinate shoots/interviews.
- Take photographs of events and staff as necessary.
- Support all Production activities as directed by the Director of Production.

Other Duties:

Please note this job description does not cover or contain a comprehensive listing of activities. Additional duties and responsibilities will be assigned as deemed necessary to meet AKPM needs.

Required Qualifications:

- Valid Alaska Driver's License.
- Two years' experience in broadcast or media environment.
- Work experience in broadcast TV studio operations.
- Work experience in solo video field production.
- Experience with Adobe Creative Suite, primarily Premiere Pro, Photoshop, and After Effects.
- Experience using social media platforms (YouTube, Facebook, Instagram, X, Tik Tok).
- Clear communicator in English both verbally and in writing.

Desired Qualifications:

- Bachelor's Degree in Communications, Broadcasting, Digital Media or related field.
- Three years' experience in non-linear video production environment specifically using Adobe Creative Suite.
- Experience in script writing, and/or producing.
- Experience using Canon camera equipment.
- Experience in journalism and/or journalism standards and ethics.
- Experience using web CMS.
- Experience conducting on-camera interviews.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, NPR and PBS rules and regulations
- Communicate effectively.
- Apply critical thinking and problem-solving skills.
- Perform light troubleshooting on Apple Mac workstations.
- Work in a fast-paced television environment with multiple sources of media.
- Perform studio production assignments in a live environment.
- Operate and EFP style camera in a field environment.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.

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- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

AKPM is committed to helping employees face the demands of juggling work, family and personal obligations by offering a number of possible remote and flexible work arrangements. These arrangements provide employees with increased flexibility with their work schedule while allowing AKPM to maintain a progressive and productive work environment.

This position will be considered for remote and/or flexible work arrangements on a case-by-case basis in situations where creative work schedules have been shown to accomplish both work and personal goals, to provide coverage for individual department operations and to serve AKPM as a whole with increased productivity at no expense to quality output.

Alaska Public Media is an equal opportunity employer.