ASSISTANT DIGITAL MEDIA PRODUCER

Job Description and Person Specification

JOB INFORMATION

Post Title: Assistant Digital Media Producer
Job Family: Vocational/Supervisory
Job Band: Band 4
Salary Range: Competitive starting salary range from £30,879 up to £ 33,301 per annum (dependent upon experience) with the potential to progress. A discretionary range for candidates with exceptional experience can be discussed/considered.
Mode: Full time, permanent
Location: Coventry
Job Reference: 3801

PURPOSE

This post is an exciting opportunity for an Assistant Digital Media Producer to join a large team dedicated to designing and developing cutting-edge online degree courses and empowering digital delivery of teaching & learning.

We are looking for a wide range of digital media production skills and you may come from a range of backgrounds including; Animation, Digital Media, Film and Television, Illustration, Graphic Design, Journalism, Multimedia Production and Photography. You are likely to have expertise in more than one area.

You will be required to work closely with the Digital Media and Online teams to support the development of innovative, engaging and enjoyable online content for planned online degrees on major e-learning platforms, and for the business diversified portfolio. The exciting projects you will be working on will be accessible to thousands of learners across the globe.

Coventry University has taken a sector-leading approach to the implementation of learning technology and the development of an Ed-tech ecosystem, implementing a variety of social learning platforms that position student engagement at the heart of the learning experience. The Coventry University Online initiative is of significant strategic importance and consequently has a great deal of visibility within the University and wider Higher Education sector.

We are Global – with students and staff from over 50 countries and a huge range of backgrounds. Our team is committed to diversity, inclusivity and accessibility. We know that diverse voices and experiences are what strengthen our team, our work and our value. We pride ourselves on prioritising our excellent, supportive and high-performance culture, as well as work-life balance and wellbeing. We offer accessible working environments with opportunities for agile and flexible working, however there is a requirement to be based on the Coventry University Campus.

MAIN DUTIES AND RESPONSIBILITIES

The main duties and responsibilities of the Assistant Digital Media Producer include:

- Working in collaboration with, and under supervision from, CUOL Digital Media Producers to deliver educational course media content.

- Creating digital media content to creative briefs, agreed specifications and quality standards.
- Setting up and operating cameras, lights, microphones and other filmmaking equipment.
- Video editing, audio post-production, basic illustration/motion graphics.
- Assisting the production team in creating and maintaining pre-production and on-going media-related project documents, e.g. call sheets, release forms, logs etc.
- Ensuring digital media content is accessible so that students can access and easily adapt digital materials so that they can be used with assistive technologies.
- Adhering to in-house workflows, styles and norms including; file management, maintenance of folder structures and naming conventions, archiving, logging of assets and rights permissions.
- Applying correct branding to all course materials including graphics.
- Sourcing media from stock libraries when required.
- Providing support for Digital Media, Course Design & Production project teams and, where required, the wider business, particularly in all content creation tasks.
- Utilising AI tools, including LLMs, Agents and Generative AI tools for media creation and production tasks.

And such other duties as are within the scope and spirit of the job purpose, and the title of the post. Or duties deemed reasonable for this role by the company and/or the post's Line Manager.

SUPERVISION RECEIVED

The post-holder will be directly responsible to the Senior Manager – Global Online Learning.

SUPERVISION GIVEN

None.

CONTACTS

Staff across the University Group and external contacts.

THE PERSON SPECIFICATION

REQUIREMENTS	ESSENTIAL	ADVANTAGEOUS
Education / Qualifications	BA/BSc in Animation, Digital Media, Film and Television, Illustration, Graphic Design, Journalism, Media Production, Multimedia, Music Technology, Photography or similar.	Certified Adobe Expert
Experience (Paid and unpaid)	Experience of creating high-quality diagrams, video, audio, animation, illustrations, photographs, simulations, interactive content, editorial copy or other content. Experience of using Adobe Creative (Cloud) applications to create digital media and specifically Adobe Premiere Pro. Experience of collaborative working.	Experience of developing digital media or interactive media content for online courses. Knowledge of online and e-learning platforms Experience of using industry standard applications to create digital media content. Experience of the following applications would also be advantageous: Photoshop, Audition, Illustrator, Lightroom Cinema 4D, Blender, Adobe Media Encoder Experience of creating narrative in digital media. Experience of web content management systems. Experience and/or knowledge of cameras, lighting, audio and video equipment/technology. Knowledge of the latest media trends and technology.
Job-related Skills and Capabilities	Passion for digital media and knowledgeable in areas of expertise of content production. Ability to plan and prioritise own workload efficiently and work quickly and creatively under pressure. Ability to communicate clear and precisely using the correct communication channels and in good time Ability to take assigned tasks, work quickly and creatively under pressure to deliver against given deadlines.	Proficiency with e-learning content creation packages, such as Camtasia, Adobe Captivate and Articulate Storyline. Experience as an all-round video production professional who understands the full end-to end process, from filming to editing Experience of working with storyboards, shot lists and shooting schedules. Understanding of online copyright laws and accessibility guidelines. Presentation skills.

	Ability to use file and folder management and naming conventions. Ability to organise and work within established project, and file, management structures. Ability to maintain project files so that they can be appropriately accessed by necessary stake holders or archived when needed. Familiarity with using AI tools, including LLMs, Agents and Generative AI tools for media creation and production tasks.	Ability to write clear and precise specifications and guideline documents. Experience of web content management systems.
Interpersonal Skills	Ability to establish and maintain cooperative working relationships, establishing rapport and gaining the trust of others at all levels. Ability to take responsibility for own tasks, actions, deadlines and workload. Prioritising when needed, communicating, and responding to, the needs of project stakeholders. Ability to follow up on commitments in a reliable manner. A willingness to support project leads, management, and the wider team to complete programs and projects on time and budget, by assisting them with tasks necessary to get the job done. Ability to listen and be open to others' ideas and suggestions. Ability to deal with ambiguity, making positive use of the opportunities it presents, with an appetite for change. Willingness to take part, collaborate and contribute to discussions or problem solving. Acute attention to detail.	
Other Requirements	Flexibility in approach to working hours and in assuming duties outside of this job description. Willingness to travel within the UK on occasion, and internationally in the unlikely event of work overseas.	