



WRITER/PRODUCER

The Writer/Producer is responsible for writing, producing, directing, and overseeing the shooting and editing of video, audio, and mixed media productions from concept to completion. The position is also responsible for supporting both internal and external clients with various short and long-form productions for a wide variety of audiences and delivery mediums. This position collaborates with the Executive Producer to determine the best production approach for the various projects and works closely with clients to produce top-quality productions within determined budgets.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Manages a projects' pre-production, which includes meeting with internal clients to glean the target audience, message, and best approach for each production. Works with clients to outline and write treatment and scripts as needed. Provides a creative voice during pre-production and throughout the development process. Coordinates as needed with Post-Production Manager and graphic artists regarding the look and feel.
- Oversees the production from scripting to delivery. Produces and directs shoots. Works with Production Manager on shoot schedules, budgets, and equipment and footage acquisition.
- Post-produces projects with staff and freelance editors, overseeing all phases of postproduction, including footage digitizing, editing, sound mixing, and creating and applying graphics and effects.
- Conducts meetings with staff to discuss production progress and to ensure production objectives are attained.

QUALIFICATIONS

Knowledge

- Proficient knowledge of video, audio, and graphic production processes. Familiarity with broadcast-level television and audio production equipment, including the various uses, capabilities, applications, limitations, and costs.
- Knowledge and experience with productions involving predominantly education themes is a plus.
- Bachelor's degree in TV production, post-production, or a similar field with comparable experience.

Skills and Abilities/Critical Success Factors

- Ability to work with internal clients and independently write scripts, produce and direct productions, and post-produce video and audio programs that satisfy the client's needs.
- Strong conceptual and writing skills in all formats; long-form, documentary, educational, and promotion.
- Familiarity with and skilled using nonlinear editing systems such as Premiere Pro and Final Cut Pro is a definite plus.
- Must be fluent in all digital formats for broadcast, web, mobile and emerging delivery and distribution systems. Must have excellent client communication skills.
- Ability to deal with ambiguity and work efficiently in the organization's culture and processes.
- Must be a flexible team player with a positive attitude.

Experience

- A minimum of five years of experience at a production house or corporate video environment is required. Education background and certifications may not substitute for required experience.
- Experience in short- and long-form video and audio productions from concept to completion within various budget ranges.

Founded in 1943, ASCD is an educational leadership organization dedicated to advancing best practices and policies for the success of each learner. Our more than 150,000 members in 145 countries are professional educators from all levels and subject areas--superintendents, supervisors, principals, teachers, professors of education, and school board members. Our nonprofit, nonpartisan membership association provides expert and innovative solutions in professional development, capacity building, and educational leadership essential to the way educators learn, teach, and lead.

To apply, forward your cover letter, including salary requirements, and resume to [here](#). EOE