

POSITION DESCRIPTION

IMPORTANT: PLEASE READ ATTACHED INSTRUCTIONS

DER-PERS-10 (Rev. 5-84)
 State of Wisconsin
 Department of Employment Relations
 PD.DOT

1. Position No.	2. Cert/Reclass Request No.	3. Agency No. 225
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4. NAME OF EMPLOYEE	5. DEPARTMENT, UNIT, WORK ADDRESS Educational Communications Board
6. CLASSIFICATION TITLE OF POSITION Unclassified	3319 W. Beltline Hwy. Madison, WI 53713
7. CLASS TITLE OPTION (To be filled out by Personnel Office) Educational Media Developer	8. NAME AND CLASS OF FORMER INCUMBENT Daniel Kaplan, Unclassified
9. AGENCY WORKING TITLE OF POSITION Producer	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR Daniel Kaplan, Educational Administrative Director	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM (DER-PERS-84)	YES	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>
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14. POSITION SUMMARY - PLEASE DESCRIBE BELOW THE MAJOR GOAL OF THIS POSITION:
 The Wisconsin Media Lab Producer develops and manages the production of interactive educational media for use in Wisconsin's K-12 schools. Working with internal staff, education experts, and outside contractors, the Producer will design interactive media and manage every aspect of its production, from initial concept development to final project launch. This professional position works under the general supervision of the Production Director.

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (Please use sample format and instructions on attached sheet.)

- GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance.
- WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal.
- TIME %: Include for goals and major worker activities.

TIME %	GOALS AND WORKER ACTIVITIES (Continue on attached sheets)
60%	<p>A. Project Development</p> <p>A1. Work with Wisconsin Media Lab staff and project advisory committee to determine the educational goals of the project.</p> <p>A2. Create project design documents that detail how the content and design of the project will meet the project educational goals.</p> <p>A3. Write and edit production deliverables such as content outlines and scripts.</p> <p>A4. Edit and approve wireframes, flowcharts and other interactive design documents.</p> <p>A5. Provide art direction for project mood boards, style guides, and graphic design.</p> <p>A6. Research and acquire assets for production, including primary source materials, archival imagery and stock graphics/imagery.</p> <p>A7. Conduct classroom testing, and apply testing feedback into project design.</p> <p>A8. Work with programmers and technical staff to ensure that project is fully functional on intended devices and web platforms.</p>

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION (See Attached Instructions)

a. The supervision, direction, and review given to the work of this position is close limited general

b. The statements and time estimates above and on attachments accurately describe the work assigned to the position. (Please initial and date attachments.)

Signature of first-line supervisor _____ Date _____

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (Please initial and date attachments.)

Signature of employe _____ Date _____

18. Signature of Personnel Manager _____ Date _____

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (CONTINUED)	
TIME %	GOALS AND WORKER ACTIVITIES
25%	<p>B. <u>Project Management</u></p> <p>B1. Create overall work plan for each project that includes project budget, project schedule, production resources and technical requirements. B2. Clearly communicate project goals and schedules and the roles and responsibilities of each production team member. B3. Problem-solve issues as they arise to ensure that production remains within scope and on schedule. B4. Propose outside vendors, such as interactive production companies or freelance graphic designers or developers, to be contracted for production. B5. Report project status updates to the Production Director.</p>
5%	<p>C. <u>Outreach</u></p> <p>C1. Work with Wisconsin Media Lab communications staff to develop marketing campaigns and materials for produced projects. C2. Participate in promotional events such as educational media conferences and other meetings as assigned.</p>
10%	<p>D. <u>Other</u></p> <p>D1. Investigate new developments in interactive media production and their potential application to Wisconsin Media Lab projects. D2. Develop knowledge of current educational standards and best practices. D3. Develop skills in relevant production related software. D4. Other duties as assigned.</p>

Knowledge, skills and abilities:

1. Ability to effectively manage a complex media project from start to finish
2. Ability to incorporate educational goals into interactive project design
3. Extensive knowledge of emerging interactive media platforms and technology
4. Extensive knowledge of user testing procedures
5. Extensive knowledge of effective user interface design
6. Ability to brainstorm creative, innovative project ideas
7. Excellent written and oral communication skills
8. Excellent organizational skills
9. Knowledge of media rights management best practices