

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
M 907.550.8400
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Title: Creative Services Associate
Reports to: Director of Production
FSLA Status: Exempt
Version: 4.0

The Creative Services Associate participates in all aspects of television and digital video production, distribution, and creative services processes under the supervision of the Director of Production. Alaska Public Media is a broad-based public media organization that delivers television, radio, and web content. AKPM is the source for NPR radio and PBS television for Southcentral Alaska and stewards the public media statewide news collaboration.

Essential Functions:

The Creative Services Associate will:

- Record video and perform non-linear editing as directed.
- Create, animate and edit motion graphics.
- Perform program editing and file preparation for online content delivery.
- Perform duties during production including and not limited to operating studio teleprompter, camera operation, audio, graphics, and switching.
- Support all Creative Services activities as directed by the Creative Services Manager.

Duties and Responsibilities:

In addition to the above functions, the Creative Services Associate will:

- Perform field production both independently and as support staff.
- Participate and/or direct crew in live and recorded studio and field productions.
- Edit and maintain AKPM video web pages, the Indie Alaska YouTube channel, and upload video for social media web based scheduling applications.
- Upload and manage AKPM video content on PBS digital platforms.
- Monitor social media trends and provide recommendations for AKPM best practices.
- Oversee and train student crews and interns.
- Research story topics and ideas independently and coordinate shoots/interviews.
- Take photographs of events and staff as necessary.

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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.

Preferred Qualifications:

- Valid Alaska Driver's License.
- Two years' experience in broadcast or media environment.
- Work experience in broadcast TV studio operations.
- Experience operating video camera equipment and DSLR cameras.
- Experience with Adobe Creative Suite, primarily Premiere Pro, Photoshop, and After Effects.
- Experience using social media platforms (Facebook, Instagram, Twitter).
- 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 Wordpress.
- Experience conducting on-camera interviews.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- 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.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products (Microsoft Office and Google Drive), custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

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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.

Alaska Public Media is an equal opportunity employer.