



POSITION DESCRIPTION

POSITION TITLE: Audio-Visual Production Specialist

FLSA STATUS: Exempt

DEPARTMENT: eLearning

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director of Global eLearning

POSITIONS MANAGED: None

POSITION PURPOSE

This individual will play a lead role in the development and production of professional quality video, audio, and other mixed-media content to effectively support Bona's multi-channel business goals; both at Bona's in-house studio and in the field. Responsibilities will specifically be focused on working closely with Bona's eLearning department to develop, implement, maintain, analyze and manage related elearning materials for use by Bona Certified Craftsman, other contractors, distributors, the A&D community, Bona colleagues, and consumers in order to support Bona's strategic objectives. This individual will also be responsible for producing Bona product/process and social media video shorts, podcasts, webinars, and other video, audio and still image requests; to bring entertaining, educational, and persuasive/emotional content to life! In addition, this individual will be expected to contribute to a positive team environment, working collaboratively with global subject matter experts from marketing, tech and training, sales, and product management to successfully complete requested projects.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in audio visual technology, broadcasting, communications, or related field; or high school diploma/GED with minimum of 5 years field experience.
2. Proficient with editing software like Adobe Creative Suite (Premiere Pro and Media Encoder, AfterEffects, Audition, Photoshop, LightRoom) to fully edit b-roll, still images, and or adjust existing product; including color and contrast corrections and adding necessary voice and music files to enhance the final presentation.
3. Experience with script and storyboard development, video shoot design and coordination, adding animation and graphics; recording, editing, and channel placement of video, audio, and voiceover pieces for the eLearning collaboration platform, YouTube channels, and Bona's social media/website managers.
4. Proficient with audio recording and editing hardware/software for podcast productions, sound booth voiceover recording, and "live" on-screen video/audio productions for demonstration videos and educational webinars.
5. Creative and flexible with strong global communication skills and the ability to interact with co-workers, customers, and other clients, often under deadline pressure.
6. Technical mastery of video cameras, microphones, lighting, sound mixing and other required hardware; including assembly, adjustments, and professional operation/results. Component

Audio- Visual Production Specialist

functions and their effective interconnectivity to computers/servers; with additional skills in preparing teleprompters with scripts, monitoring live feeds to ensure quality, diagnosing and resolving problems, and digitizing data.

7. Proficient with computer systems used in multimedia production and creative writing skills for script writing and storyboard development.
8. While mainly a 40hr, standard work day, position; some travel (including international), evening and weekend work may be needed from time to time (estimate < 10% of time)
9. Ability to deal with and manage multiple projects, changing priorities and deadline pressures.

JOB DUTIES:

1. Familiarity with equipment in all areas of video and audio production.
 2. Studio Operations: Serve as the operator for media studio, producing both live and on-demand content, to include camera, audio, crew, and lighting setup. Develop and implement effective processes to coordinate all studio activities, including scheduling, project management, set preparation and managing relationships with internal partners and any external partners / vendors / actors.
 3. Able to teach and coach remote colleagues and customers on the best practices of short video production for user-generated and social media content on the eLearning collaboration platform and to benefit Bona's social media influencer posts.
 4. Manage schedule for studio and secure resources for studio and individual projects.
 5. Identify and coordinate video production budgets, if needed, with project requestor.
 6. Assist with the specification and recommendation of new equipment or the modification of existing equipment to meet operational or special production needs.
 7. Produce videos from original concept to completed project.
 8. Coordinate all pre-production work, including script writing/selection, casting, staging, and set design layout.
 9. Assemble and position materials, furniture, and props for all projects.
 10. Perform post-production editing, sound mixing, incorporation of computer-generated graphics and special effects; communicate final edits for approval; secure proper storage, cataloging and distribution of final product.
 11. Able and willing to work necessary hours to meet all project deadlines; travel when necessary.
 12. Other Duties - Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.

3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
9. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.
10. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
11. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
12. **Supervise Performance** – Along with the department manager, actively participates in recruiting and selecting candidates, coaching, clearly communicating established goals, using objective means to monitor progress towards those goals, offering clear, direct, and timely feedback, and provides training, direction, and support as needed. Successfully redirects performance that falls short of expectations, confronts negative behavior, and builds morale and/or escalates all concerns to the attention of management. Provides the level of guidance and supervision appropriate to the circumstances, rewards team behavior and fosters a team atmosphere in the workplace. Communicates and implements approved process

improvements. Takes responsibility for subordinates' activities, makes self-available to staff during business hours, and continually works to improve supervisory skills.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 50 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening; and, in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____ **Date:** _____

Human Resources Signature: _____ **Date:** _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____ **Date:** _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.