

MAWMedia Role Descriptions

General Requirements

Competence in usability analysis • Familiarity with the “Hero’s Journey” writing method • Verbal and written communication skills • Competence with a variety of software packages, including standard office applications, HTML, and Visio. • Competence in discussing CD/DVD and Web Development including familiarity with Adobe Flash, Adobe Dreamweaver, Perl, Adobe Fireworks, and ActionScript. • 2 or more years of documented experience in the role desired. A portfolio of examples will be requested.

Project Manager/Leader/Coordinator

Manage projects through the development lifecycle, from acquisition to launch. • Coordinate testing for quality assurance. • Stage projects for launch. • Document the team activities to make the production process more efficient. • Communicate project status both upwards and across the organization. • Brainstorm concepts to meet project, product line, and sponsorship needs. • Manage the delivery of a project that crosses organizational boundaries. • Generate concepts and develop them into detailed concept documents and functional specifications.

Researcher/Fact Checker/Literature Review

Define and refine research objectives. • Design research instruments. • Apply an appropriate and creative methodology to design and manage a research project. • Apply a variety of research techniques to gather relevant information, including document analysis, surveys, case studies, interviews (face-to-face, telephone and online). • Develop and test theories. • Conduct literature searches using electronic databases. • Analyze and evaluate research and interpreting data. • Prepare and report findings both orally and in writing. • Offer research-based briefings and advice. • Prepare research action plans.

Script Writer/Copy Writer

Produce creative, technical, and/or advertising prose. • Collaborate with Project Manager and Researcher to gain perspective on the vision of the project. • Judiciously utilize assets and other standard resources in writing production.

Copy Editor

Provide detailed oversight of written works including books, scripts and screenplays. • Ensure proper citations, credit and reference. • Ensure consistency of story elements and plot. • Collaborate with Writers and Researchers to achieve the best product within time constraints. •

Feature Technician

Conceive of technical solutions for projects. • Provide technical leadership for projects. • Perform design analysis. • Specify and balance system requirements. • Plan and implements test and/or development programs. • Communicates, coordinates, and consults with Programmers and Project Directors. • Stay abreast of new technology and competing products. • Create Mock User scenarios as test of features.

Art Director (Design)

Create backgrounds, characters, objects, and user interfaces. • Direct all aspects of art design including particle effects, animation, color choices, logo treatments. • Keep production tools current to support ongoing art needs. • Collaborate with team members on product and collateral designs including packaging concepts, storyboards, and physical mock-ups. • Design vibrant graphics for interactive interfaces, web-based applications, and stand-alone applications on CD/DVD. • Design leading edge web page designs based on proper site construction and site plan to achieve client objectives. • Communicate design plan. • Present multiple solutions per project. • Manage timing and deliverables for project work. • Handle a number of projects simultaneously. • Generate all graphics and animation as required for projects.

Storyboard Artist

Sketch coverage (shots, camera angles, camera placement and action) in-meeting and out of meeting. Demonstrate a knowledge and command of scene progression based on the script. Collaborate with writers, directors, and technicians to communicate coverage in the project.

Audio Producer

Formulate creative ideas. • Write complete video and audio scripts for projects. • Arrange for and audition voiceover talent to record voice tracks. • Edit all assigned materials unsupervised in a timely fashion, using non-linear editing suite. • Coordinate all elements of audio production. • Assist in maintaining a reasonable production supply inventory (e.g., tapes, labels, etc.).

Programmer

Combine feature set, artwork, audio and video elements to achieve the project vision in the target medium. • Develop proprietary kernels and templates for use in branded projects. • Collaborate with Project Manager, Feature Technician, Artists, and Producers to calibrate deadlines for project units. • Code in the target medium. • Test code for consistency and integrate code into kernel or templates when appropriate. • Maintain up-to-date reporting on unit completion.

Quality Assurance

Responsible for quality control on finished projects. • Organize and supervise product testing. • Schedule and conduct focus groups and other qualitative means of connecting with consumers. • Develop and implement surveys and other quantitative means of collecting consumer data concerning products.

Quality Tester

Use the product in real-world scenarios. • Articulate likes, dislikes, challenges, and other comments to Quality Assurance personnel. •

Marketing Coordinator

Manage post-launch process of optimizing products for sales conversion, including an analysis of the entire product line to find areas for improvement with specific titles or categories. • Understand market constraints and opportunities and offer insight into how to improve the competitive position of products. • Produce, direct, and edit commercial spots.