Accessibility Skills Hiring Toolkit

Multimedia Producer

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Position Description Language

Responsibilities

The Multimedia Author/Producer creates, produces, and publishes digital audio, visual, and video content.

The Multimedia Author/Producer ensures compliance with digital accessibility regulations and requirements by performing the following duties and responsibilities:

- Incorporate media accessibility requirements and techniques (captioning, audio descriptions, use of color, contrast) into production workflows
- Create multimedia content with accessibility in mind
- Create alternatives for multimedia content, such as captions and audio descriptions
- Use multimedia publishing platforms that support accessibility
- Partner with colleagues and team members to prioritize accessibility in multimedia production

Qualifications

Required: Applicants for the Media Author/Producer role are required to have these qualifications:

- Knowledge of digital accessibility and disability inclusion
- Knowledge of regulations related to digital accessibility (e.g., Section 508, ADA, CVAA)
- Knowledge of WCAG 2.1 AA requirements related to multimedia production
- Experience creating effective audio descriptions, alternative text descriptions for images, media transcripts, and other accessible content
- Experience creating media content that reflects diversity and inclusion

Preferred: Applicants with the following qualifications will be preferred:

- Experience with self-described video production best practices
- Experience adapting scripts for media transcripts
- Experience writing and producing audio descriptions
- Experience incorporating production of alternatives (e.g., captions, audio descriptions) into production workflows

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Screening Questions

Question	Response/Comments
Knowledge of digital accessibility and disability inclusion	
1. Who benefits from accessibility?	
2. How would you define inclusive and/or universal design? Can you provide an example? (Does not need to be web related)	
3. What resources would you recommend to someone who wants to keep informed of the latest updates on accessibility and inclusive design?	
Experience creating effective audio descriptions, alternative text descriptions for images, media transcripts, and other accessible content	
4. How do you see accessibility fitting into your role in the organization?	
5. How do you incorporate accessibility into your day to day activities? (Email, document creation, when presenting content, etc.). Give an overview of the process you go through for (insert example).	
6. Who benefits from closed captions and why?	

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Question	Response/Comments
7. Who benefits from transcripts and why?	

Comments:

Interview Questions

Question	Response/Comments
Knowledge of digital accessibility and disability inclusion	
1. Who benefits from accessibility?	
2. How would you define inclusive and/or universal design? Can you provide an example? (Does not need to be web related)	
3. What resources would you recommend to someone who wants to keep informed of the latest updates on accessibility and inclusive design?	
Knowledge of regulations related to digital accessibility (e.g., Section 508, ADA, CVAA)	
4. Describe the difference between Section 504 and Section 508 of the Rehabilitation Act.	
5. Describe the difference between Section 508 and the Web Content Accessibility Guidelines.	
6. What does CVAA stand for? What are the requirements?	

Question	Response/Comments
Knowledge of WCAG 2.1 AA requirements related to multimedia production	
7. What is WCAG?	
8. What are the differences between A, AA, and AAA compliance?	
9. What video accessibility aspects does the WCAG cover?	
Experience creating effective audio descriptions, alternative text descriptions for images, media transcripts, and other accessible content	
10. How do you see accessibility fitting into your role in the organization?	
11. How do you incorporate accessibility into your day to day activities? (Email, document creation, when presenting content, etc.). Give an overview of the process you go through for (insert example).	
12. Who benefits from closed captions and why?	

Question	Response/Comments
13. Who benefits from transcripts and why?	
14. What are the media accessibility requirements for someone who is deaf-blind?	
15. What are the industry guidelines used for creating captions?	
16. Name a few accessible media resources and accessible media services providers.	
17. What is your past experience with caption creation? Have you outsourced prerecorded captions or created them yourself? If you created them yourself, how did you create them?	
18. When live streaming an event, what is the difference between CART provided captions and auto-captions?	

Question	Response/Comments
19. What are audio descriptions? Who benefits from them, and how do they benefit?	
Experience creating media content that reflects diversity and inclusion	
20. How does diversity and inclusion factor into your work as a media producer?	
21. What steps do you typically take to ensure your media is inclusive? Please provide some examples of actions you've taken.	
22. What are some examples of inclusive/non-inclusive media elements?	
Experience with self-described video production best practices	
23. Have you produced self-described videos? If so, please share techniques and methods you used to produce them.	
Experience adapting scripts for media transcripts	
24. What is a media transcript? How do you go about producing a media transcript?	

Question	Response/Comments
Experience writing and producing audio descriptions	
25. Have you been involved in production of audio descriptions? If so, please share techniques and methods you used to produce them.	
Experience incorporating production of alternatives (e.g., captions, audio descriptions) into production workflows	
26. Describe your methods for producing accessible alternatives, such as captions and audio descriptions, when creating media content.	
Comments:	