

CLASSIFICATION SPECIFICATION

Multimedia Graphic Designer

FT/PT Class Code: 3126, 3626 Pay Grade: B/C 15 FLSA: Exempt Rev. 07/01/18

SUMMARY STATEMENT: An incumbent is responsible for the creation and production of various multimedia presentations and projects in support of College instructional objectives and/or public relations/marketing purposes. An incumbent is also responsible for providing input and assistance to a campus-marketing department including performing advanced level graphic design duties for a variety of print materials (e.g. brochures, fliers, logs, posters, multimedia presentations).

NATURE AND SCOPE:

An incumbent in this class typically reports to an administrative or technical supervisor. An incumbent is responsible for providing a variety of multimedia support services such as creating and producing video and audio presentations and designing and developing college-wide and campus specific video presentations. A significant aspect of this position involves creating marketing videos with a focus on high production value that support high profile media events hosted by the College.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Creates high end, visually appealing marketing videos for events on campus in order to provide additional support in the areas of awareness, recruitment, and fund raising for promotional events.
2. Determines client's media needs, researches subject matter, and designs and develops video/audio/CGI programs
3. Obtains, creates, and assembles necessary production elements based on client needs, collecting and editing video footage and audio clips
4. Conceptualizes designs and produces promotional items for recruitment initiatives.
5. Conceptualizes, produces, shoots, and edits videos for event and recruitment initiatives as assigned.
6. Purchases, maintains, and inventories video, audio, and media supplies.
7. Serves as liaison between the College and marketing-related vendors such as commercial printers and vinyl decal companies. Establishes and maintains communication with the vendor when a project requires external production to ensure accuracy and quality.

PRINCIPAL ACCOUNTABILITIES, cont'd:

8. May provide graphic, photographic, and technical support for College personnel involved in projects such as Internet and/or video streaming and web casting. Assists with the photography for campus events and activities which includes the enhancement, printing, storage, retrieval and distribution of campus photos as needed.
9. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of the principles, practices, and techniques of video/audio and digital multimedia studio and field production and post-production, NLE and CGI.
- ◇ Knowledge of College and campus mission, goals, and direction.
- ◇ Knowledge of graphic design, layout concepts, and overall composition of various marketing platforms.
- ◇ Knowledge of desktop design software (e.g. Adobe InDesign, Photoshop, Illustrator, and Acrobat).
- ◇ Knowledge of PC-based computer systems, scanners, digital cameras, and multimedia presentation software.
- ◇ Knowledge of multimedia presentation software (e.g. Microsoft PowerPoint).
- ◇ Knowledge of marketing concepts, teaching methods and media techniques.
- ◇ Knowledge of video cameras and video editing software (e.g. Adobe Premiere, After Effects, Audition) for positions that have video duties.
- ◇ Knowledge of logo design, electronic adaptation of artwork, and printing process.
- ◇ Knowledge of web application software (i.e. HTML, CSS, SMTL, and JavaScript) and webcast issues (i.e. bandwidth, compression, encoding, storage, connection speeds, and end-user capabilities).
- ◇ Ability to manage, direct, and coordinate talent (i.e. actors and narrators), props, events, sequences, etc. in various industrial, educational, and community settings.
- ◇ Ability to communicate effectively orally and in writing, tailoring communication styles to demographically varied audiences.
- ◇ Ability to transport and use necessary video, audio, and/or digital still acquisition equipment.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree and two (2) years of relevant experience or other equivalent combination of education and experience.