

CLASSIFICATION SPECIFICATION

Multimedia Production Manager

FT/PT Class Code: 5100, 5600

Pay Grade: B/C18 FLSA Exempt

Rev. 09/27/18

SUMMARY STATEMENT: An incumbent in this class reports to the Assistant Vice President for Instructional Design and Technology and is part of the Center for Creative Instruction and Technology (CCIT). The incumbent is responsible for promoting and supporting the effective use of educational technology to enhance teaching, learning, and student success. Working independently, in a team, or managing a project, the Educational Technologist will collaborate with the college's academic community on projects related to distance education training and support, the College's Learning Management System, media development, and instructional technology. The Educational Technologist will provide primary instructional technology support for online course and eLearning creation and related resources including audio, video, and multimedia components, which may self-paced learning modules, and other training resources for faculty, staff, and students.

An incumbent in this class typically reports to an administrative supervisor. Duties include supervising, training, and evaluating subordinate staff; designing and implementing instructional television systems configuration; scheduling, coordinating and providing satellite downlinking and uplinking services; and scheduling, coordinating, producing, and directing videos of College courses in the instructional television studios. Principal contacts are with distance learning faculty and staff; engineers and staff from other higher education institutions; and studio clients from on campus, as well as from business, industry, government, education, and the community.

PRINCIPAL ACCOUNTABILITIES:

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

1. Identifies the technology-related professional development/training needs of faculty and/or staff after assessing their needs and conducting relevant research. Ensures faculty and/or staff requests and assistance provided align with the College's strategic goals/objectives.
2. Designs, develops, updates, and conducts professional development/training (e.g. individual or small group training sessions, workshops, mentoring, coaching, etc) on a variety of instructional, academic, and emerging technologies, student accessibility, and desktop application software.
3. Operates and supports the College's learning management system. Processes work orders from CCIT's help desk ticketing system and provides customer service to faculty and/or staff. Provides technical support to the academic community in the use of various college software packages and instructional technologies.
4. Collaborates and consults with faculty on the effective use of instructional technology for their classes. Consults with faculty and staff to aid them in using technology to maximize productivity. Designs, updates written, and web training materials, documentation, tip sheets, and forms, and support aids for instructional technologies and software.
5. Collaborates with instructional designers, instructors, and departments to creatively and aesthetically design and produce educational multimedia and interactive content for virtual delivery; including, still images, print, info-graphics, web, interactive PDF's, presentations, audio, video, motion graphics, animations, and gaming. Edits existing media content created by college faculty and staff to improve content communication effectiveness and enhance viewer engagement. Ensures media conforms to accessibility standards.

6. Works closely with faculty, staff, departments, college administration, and external organizations to produce engaging media assets. Provides multimedia production services for internal college projects and specialized academic initiatives.
7. Coordinates site office management and supplies. Maintains Graphic, Audio, and Video library of assets.
8. Coordinates and provides downlinking services for the College and outside clients.
9. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of current best practices and emerging trends in instructional technology.
- ◇ Working knowledge of audience response systems, social and collaborative tools, and Web 2.0 applications.
- ◇ Working knowledge of HTML5 and CSS3.
- ◇ Experience using learning management systems such as Blackboard, Brightspace, or Canvas.
- ◇ Experience using web publication platforms such as Word Press, Google Sites, Drupal, or Weebly.
- ◇ Experience using lecture capture/casting software such as Camtasia or Screenflow.
- ◇ Experience using e-learning authoring software such as Adobe Captivate or Articulate.
- ◇ Proficiency using Microsoft Office suite programs.
- ◇ Proficient graphic, multimedia, and animation design skills.
- ◇ Proficiency in audio and video production, set up, and equipment maintenance.
- ◇ Proficiency in using Adobe Creative Suite programs such as PhotoShop, Illustrator, InDesign, Acrobat DC, Premiere, Audition, Dreamweaver, Character Animator, and After Effects.
- ◇ Familiarity with SCORM.
- ◇ Familiarity of Accessibility and Copyright guidelines.
- ◇ Demonstrates meticulous attention to detail.
- ◇ Ability to manage multiple projects and deadlines.
- ◇ Ability to work in a collaborative team as a facilitator or member as well as independently.
- ◇ Ability to investigate and promote innovative uses of current technology to support teaching, learning, research, and work productivity.
- ◇ Ability to learn and adapt to new technology at a rapid pace.
- ◇ Ability to communicate effectively, both orally and in writing.
- ◇ Ability to communicate effectively and relate to a diverse population in a multicultural environment.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree in a relevant field and three (3) years or relevant experience, including supervisory and multimedia production; or other equivalent combination of education and experience.
- ◇ Familiarity with traditional and web-based multimedia design, development, editing, and production.