

SACRAMENTO COUNTY OFFICE OF EDUCATION

CLASSIFICATION TITLE: Multimedia Design Specialist -- Communications

DEFINITION

Under general direction, designs, develops, and maintains the SCOE Web site; produces a variety of computer, Web and/or multimedia, graphics, motion graphics, audio and video production; designs print materials and/or content materials to promote and support SCOE programs and events; performs related duties as required.

DIRECTLY RESPONSIBLE TO

Appropriate department administrator.

SUPERVISION OVER

None; however, may provide technical direction to other staff.

DUTIES AND RESPONSIBILITIES (Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in positions within this classification.)

SCOE Website Design/Maintenance

Designs and creates computer-based, Web-based, or multimedia-based layouts, graphics, motion graphics, video, sound and/or content for use in presentations, video productions, multimedia programs, websites, CDs, DVDs, and other electronic media; works with staff and outside agencies to review options and programming needs; designs Web interfaces; develops layout design and concept, selects and secures appropriate illustrative materials to be used; maintains, monitors, and updates SCOE websites and appropriate links in accordance with established guidelines; promotes and maintains SCOE social media presence (Podcast, Twitter feed, Facebook, etc.); ensures consistency, accuracy and compliance with required standards; proofreads copy; conducts cross-platform testing with common browsers and Internet connection speeds; maintains internal posting of policies, forms, and related documents provided by staff.

Graphic Design/Print Materials

Prepares and provides print-based training materials, flyers, forms, logos, letterhead, event programs, certificates, newsletters, packaging, and other print documents using professional page layout and graphic design software; oversees style guidelines for SCOE materials and publications; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting; consults with SCOE and commercial printers regarding format and print specifications.

Photo/Video/Audio Production

Performs technical duties in the production of video and audio projects, CDs/DVDs, video streaming, and other field and studio video and audio productions; operates non-linear video and audio editing equipment including edit controllers, video cameras, hard disk video recorders, digital video storage devices, and audio mixers; edits special effects, composition, and design of video productions; takes event photos for Web, video, print publications, and media use; edits and manipulates photos; maintains and organizes digital video and photograph archives.

Technical Support

Provides technical consultation to staff and other agencies; researches new technology and trends; troubleshoots, tests, and analyzes complex computer and system problems and determines solutions; contacts vendors to research products and resolve technical problems; makes recommendations to department for upgraded hardware, software and other technical equipment purchases.

MINIMUM QUALIFICATIONS

Education

Any combination of education and training which demonstrates the ability to perform the duties and responsibilities as described. Advanced coursework in multimedia, graphic design, communications, and Web design is desirable.

Training and Experience

Progressively responsible experience in the conceptualization, design, and production of graphics, Web, and print materials; experience in a non-linear video and audio editing/production and/or Web development environment.

Knowledge of:

Hypertext Markup Language (HTML), integrating JavaScript, CSS (Cascading Style Sheets); color theory, layout and design principles, basic principles and techniques of public relations and marketing; typography; principles and operation of the Inter/Intranet; anomalies of various Web browsers and operating systems; Federal Accessibility standards and W3C code validation; analytics systems; audio/visual equipment; Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat Professional), File Transfer Protocol (FTP) applications, Microsoft Office, video and audio editing software including Final Cut Studio (Final Cut Pro, DVD Studio Pro, Motion, Compressor), iMovie, GarageBand, Sorenson Squeeze, iTunes, QuickTime Pro, and preparing files for QuickTime Streaming Server (QTSS), BBEdit, Claris Dynamic Markup Language (CDML), and Common Gateway Interface (CGI).

Skill and Ability to:

Operate a variety of computer platforms and operating systems including Mac OS and Windows; operate peripheral equipment including printers, CD and DVD burners and duplicators, scanners, digital and 35 mm cameras, digital video cameras, audio recording equipment, and digital projectors; creatively translate abstract concepts into effective visual form in a variety of media; adapt graphics to fit needs of clients and target audience; utilize state of the art production tools to design, edit, and produce video, audio, and graphic materials; communicate effectively in both oral and written form; compose and edit written materials; explain technical concepts in non-technical terms to staff and customers; research and learn new software and adapt to changes in technology; prioritize, organize, and schedule work assignments and projects; work individually on multiple projects in a deadline-driven environment; establish and maintain cooperative working relationships with those contacted during the course of work.

Revisions approved by Personnel Commission 8/16/11

Former title: Multi-Media Design Specialist

Revisions approved by Personnel Commission 11/12/08

Former title: Web Developer

Revisions approved by Personnel Commission 4/19/05

Revisions approved by Personnel Commission 12/10/98

Former title: Computer Graphics Specialist