

# Sacramento County Office of Education Job Description

## Classification Title: Multimedia Design Specialist

### **DEFINITION**

Under general direction, designs and produces a variety of digital, web and/or multimedia, graphics, motion graphics, and audio and video (A/V) projects; designs print materials and/or content to promote and support SCOE programs and events; designs, develops, publishes, and maintains website content; performs related duties as required.

### **DIRECTLY RESPONSIBLE TO**

Appropriate 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.)

#### **Website Design/Maintenance/Social Media Management**

Designs and creates layouts, graphics, motion graphics, video, sound, and/or content for online use; works with staff and outside agencies to review platform options and programming needs; designs web interfaces; develops layout design and concept, selects and secures appropriate graphic elements to be used; maintains, monitors, and updates websites and appropriate links in accordance with established guidelines; promotes and maintains SCOE social media presence; ensures quality, consistency, and accuracy of content; monitors and acts as a gatekeeper for information and compliance with applicable accessibility policies; 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/Digital and Print Material Production**

Designs and produces print and digital materials, templates, layouts, flyers, forms, logos, letterhead, event programs, certificates, newsletters, packaging, and other documents using professional page layout and graphic design software; oversees applicable style and accessibility guidelines for materials and publications; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting; consults with SCOE Print Shop and external commercial printers regarding format and print specifications.

#### **Audio/Video Production / Photography**

Performs technical duties in the field and studio production of A/V projects and online video content; writes scripts and creates storyboards that accommodate accessibility guidelines; operates A/V equipment including video cameras, hard disk video recorders, digital video storage devices, lighting, and audio equipment; uses editing software, composites video, creates visual effects and design elements; creates or orders caption files and transcripts; takes event photos for website, video, print publications, and media use; edits and manipulates photos; maintains and organizes digital video and photograph archives.

#### **Research/Technical Support**

Provides high-level technical consultation to staff and other agencies; researches new technology and trends; troubleshoots, tests, and analyzes complex hardware and software problems and determines solutions; contacts vendors to research products and resolve technical problems; makes recommendations to staff and departments for upgraded hardware, software, and other technical equipment purchases; provides technical assistance and input regarding high-level design, page layout, and software/hardware purchases.

## **MINIMUM QUALIFICATIONS**

### **Education, Training, and Experience**

Any combination of education, training, and experience equivalent to a bachelor's degree in communications/journalism, public relations, graphic design, or related field; progressively responsible experience in the conceptualization, design, and production of graphics, web, and print materials; experience with A/V editing/production and/or a web development environment.

### **Knowledge of**

Basic principles of graphic design including color theory, layout, and typography; techniques of public relations and marketing; Hypertext Markup Language (HTML), JavaScript, Cascading Style Sheets (CSS); principles and operation of the inter/intranet; traits and idiosyncrasies of various web browsers and operating systems; copyright and fair use regulations and policy; 508 compliance and accessibility standards and requirements for print, digital, A/V, and web-based materials; analytics systems; standard software applications including videoconferencing platforms.

Software: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, Media Encoder, Lightroom, and Acrobat Pro); File Transfer Protocol (FTP) applications; Microsoft Office; Final Cut Pro, Motion, and Compressor; iMovie; BBEdit.

### **Skill and Ability to**

Navigate a variety of computer platforms and operating systems including macOS and Windows; operate peripheral equipment including printers, , scanners, cameras, video cameras, audio recording equipment, and projectors; creatively translate abstract concepts into effective visual form in a variety of media; adapt content to fit needs of clients and target audience; utilize industry standard production tools to design, edit, and produce video, audio, and graphic materials; communicate effectively in both oral and written form with individuals from various cultural and socioeconomic backgrounds; compose and edit written materials; explain technical concepts in non-technical terms to staff and clients; research and learn new software; make recommendations about and adapt to changes in technology; prioritize, organize, and schedule work assignments and projects; work individually on multiple projects in a deadline-driven environment; work independently with minimal supervision; establish and maintain cooperative working relationships with those contacted during the course of work.

Revisions approved by Personnel Commission 11/8/22  
Revisions approved by Personnel Commission 11/12/19  
Former title: Multi-Media Design Specialist - Communications  
Revisions approved by Personnel Commission 11/4/14  
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