

Sacramento County Office of Education Job Description

Classification Title: Multimedia Design Specialist

DEFINITION

Under general direction, designs, develops, publishes, and maintains SCOE website content; produces a variety of computer, web and/or multimedia, graphics, motion graphics, audio and video (A/V) production projects; designs print materials and/or content 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 quality, consistency, and accuracy; monitors and acts as a gatekeeper for compliance with SCOE's 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/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; develops templates and layouts for print and digital materials; 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/ Audio/Video Production

Performs technical duties in the production of A/V projects, CDs/DVDs, video streaming, and other field and studio A/V productions; creates and coordinates with vendors to order caption files and transcripts; operates non-linear A/V 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 high-level 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 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, which demonstrates the ability to perform the duties and responsibilities as described; progressively responsible experience in the conceptualization, design, and production of graphics, web, and print materials; experience with non-linear A/V editing/production and/or a 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; traits and idiosyncrasies of various web browsers and operating systems; Federal Accessibility Standards and W3C code validation; analytics systems; A/V equipment.

Software: Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Professional), File Transfer Protocol (FTP) applications, Microsoft Office, A/V editing software including Final Cut Studio (Final Cut Pro, DVD Studio Pro, Motion, Compressor), iMovie, GarageBand, , iTunes, QuickTime Pro, and preparing files for video for online use, and BBEdit.

Skill and Ability to

Operate a variety of computer platforms and operating systems including macOS and Windows; operate peripheral equipment including printers, CD/DVD burners, 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 content 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; 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 11/12/19
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