

Sacramento County Office of Education Job Description
Classification Title: Multimedia Design Specialist –
Internet and Media Services

DEFINITION

Under general direction, designs, develops, maintains, and produces a variety of educational websites, multimedia, graphics, animation, mobile apps, print materials, and audio and video (A/V) production to support both internal and external clients and program needs; 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.)

Web and Mobile Application Development/Design

Designs and develops multimedia-based layouts, graphics, animation, video, sound, and/or content for clients' use in presentations, video productions, multimedia programs, online tutorials, websites, CDs, DVDs, and other electronic media; develops mobile apps for iOS and Android platforms; works with clients and project team to review and recommend design options, functionality, and programming needs; designs Web interfaces; develops layout design and concept, selects and secures appropriate illustrative materials to be used; writes application code using Javascript; creates engaging animations using Adobe After Effects and Premiere; maintains legacy applications built in Flash; maintains and updates websites; ensures consistency, accuracy, and compliance with required standards; conducts cross-platform testing with common browsers and Internet connection speeds.

Graphic Design/Print Materials

Creates and provides print-based flyers, logos, programs, training materials, newsletters, packaging, and other print documents using professional page layout and graphic design software; edits and manipulates photos; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting; consults with SCOE and commercial printers regarding format and print specifications.

Web-based Audio/Video Production

Performs technical duties in the production of Web-based A/V projects, CDs/DVDs, video streaming, and other field and studio A/V productions; runs audio board during live webcasts; performs, records, and edits voiceovers; manages media bandwidth to stream video for optimum distribution in online products; operates non-linear A/V editing equipment and audio mixers; edits special effects, composition, and design of A/V productions; maintains and organizes production file archives.

Technical Support

Provides technical consultation to staff and customers; researches new technology and trends; troubleshoots

, tests, and analyzes technical problems to determine solutions; makes recommendations to department for upgraded hardware, software, and other technical equipment purchases.

MINIMUM QUALIFICATIONS

Education, Training, and Experience

Any combination of education, training, and experience equivalent to a Bachelor's degree which demonstrates the ability to perform the duties and responsibilities as described. Advanced coursework in multimedia, graphic design, and web design is desirable; progressively responsible experience in the conceptualization, design, and production of animation, graphics, web, and print materials; experience in a non-linear A/V editing/production and/or web development environment.

Knowledge of

Hypertext Markup Language (HTML), integrating JavaScript, Cascading Style Sheets (CSS); color theory, layout, and graphic design principles, fontography, typography, and animation techniques; principles and operation of the Internet; current technology in advanced video streaming and animation/interactive content delivery techniques; mobile app development; traits and idiosyncrasies of various web browsers and operating systems; Federal Accessibility standards and W3C code validation; audio/visual equipment; maintains files on Adobe Media Server.

Software: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, Acrobat Professional, Adobe Edge Animate, Microsoft Office, Final Cut Studio (Final Cut Pro, DVD Studio Pro, Motion, Compressor), iMovie, GarageBand, Sorenson Squeeze, iTunes, Digidesign Pro Tools, QuickTime, and File Transfer Protocol (FTP) applications.

Skill and Ability to

Operate a variety of computer platforms and operating systems including Mac OS and Windows; operate peripheral equipment including printers, CD/ DVD burners and duplicators, scanners, Wacom drawing tablet, audio recording equipment, and digital projectors; perform artistic and technical work to develop professional high-quality web and mobile applications; 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; 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

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