

**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, and audio and video deliverables to support client and program needs; 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.)

**Web and Mobile Application Development/Design**

Designs and develops multimedia-based layouts, graphics, animation, video, sound and/or content for client use in presentations, video productions, multimedia programs, online tutorials, websites, 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 designs and concepts; selects and secures appropriate illustrative materials to be used; creates engaging animations using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), Javascript, web authoring tools, and content management systems; utilizes various Adobe Creative Suite applications; designs and creates animated assets using Adobe After Effects and other tools and software; maintains code in shared, version-controlled repositories; utilizes responsive design to develop web content; maintains and updates websites; ensures consistency, accuracy, and compliance with required 508 accessibility 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 Print Shop and external commercial printers regarding format and print specifications.

**Web-based Video/Audio Production**

Creates video, motion graphics, animation, and audio projects for online use; performs, records, and edits voiceovers; acquires and edits music beds; maintains and organizes production file archives.

**Technical Support**

Provides technical consultation to staff and customers; research new technology and trends; troubleshoots, tests, and analyzes technical problems and determines 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 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 video and audio editing/production and/or web development environment.

**Knowledge of**

HTML, CSS, and JavaScript; color theory, layout and graphic design principles, typography, and animation techniques; current streaming technology and platforms; animation and motion graphics techniques; mobile app development; idiosyncrasies of various web browsers and operating systems; copyright and fair use regulations and policy; 508 compliance and accessibility standards for print, digital, and web-based materials; standard software applications including standard videoconferencing platforms.

Software: Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Acrobat Professional, and Animate; Microsoft Office and Avid Pro Tools, PreSonus Studio One, or similar digital audio workstation (DAW).

**Skill and Ability to**

Navigate a variety of computer platforms and operating systems including Mac OS, Windows, iOS, and Android; perform artistic and technical work to develop professional high-quality deliverables; creatively translate abstract concepts into effective visual form in a variety of media; adapt graphics 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 copy; explain technical concepts in non-technical terms to staff and clients; 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 11/8/22  
Revisions approved by Personnel Commission 11/4/14  
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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