

San Diego Community College District

CLASSIFICATION DESCRIPTION

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Job Code: J1735
Original Date: 12/2015
Last Revision: 07/2018
Staff Type: Classified
FLSA status: Non-exempt
Salary Range: 25

Title: Multimedia Specialist

Unit: Office Technical

DEFINITION

Under the direction of an assigned supervisor or manager, produce high-quality multimedia content in one or more areas, including audiovisual technology, video production, photography, and other digital media to support marketing, communications, and/or instructional priorities.

DISTINGUISHING CHARACTERISTICS

This is the technical, paraprofessional class in the media series. Positions in this class differ from those of the Multi-Media Technician class by the assignment of responsibility for one or more major technical activities, such as audiovisual technology, video production, photography, and digital media. The technical duties connected with these assignments require experience in media production and a thorough knowledge of the area to which assigned. Incumbents in campus assignments may oversee and support campus learning resources, instructional technology, and campus media production operations.

EXAMPLE OF DUTIES

1. Conduct advance planning for special events, including coordination with participants for upcoming productions. Plan, script, and storyboard video/multimedia projects based on District and campus priorities.
2. Manage lighting, audio, video, and relevant peripherals and control computer hardware and software for pre-production, production, and post production activities.
3. Prepare, edit, and issue finished video/multimedia projects via District websites, social media, audiovisual technology, and/or other channels.
4. Oversee the design, planning, procurement, operation, maintenance, and support of technology and media equipment. Support audiovisual presentation room configurations.
5. Meet with end users, administrators, staff, and faculty to assess needs and create planning documents. Advise administrators and faculty on current trends and methodologies in technology.
6. Work collaboratively with others to provide information and technical support. Troubleshoot computer and network problems and serve as a liaison between the department or campus and Information Technology staff to coordinate support.
7. Create original content for social media campaigns, news sites, and other marketing, communications, and/or instructional materials.
8. Participate in various District committees and working groups as directed.
9. Maintain current knowledge in fields related to the assignment, such as multimedia technologies, live production, audio production, video production, web development, and related computer technologies.
10. Assist in the preparation of budgets and monitor expenditures.
11. Maintain a wide variety of statistical records and prepare reports.

12. May train and provide work direction to others.
13. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

- Advanced technical aspects of multimedia technology and equipment.
- All aspects of video production, including pre-production, shooting, editing, sound, and post-production.
- Basics of digital photography.
- Computer hardware and software related to the field.
- Current information technology, methodologies, and equipment, with particular reference to the Internet and multimedia technologies.
- District organization, operations, policies, and objectives, including key programs, priorities, and people.
- Editing software and other equipment necessary for post-production.
- English usage, grammar, spelling, punctuation, and vocabulary.
- Health and safety regulations.
- Higher education and community colleges marketing best practices.
- Oral and written communication skills.
- Record-keeping techniques.
- Technical aspects of field of specialty.

Skills and Abilities:

- Communicate effectively both orally and in writing.
- Create computer animations, infographics, and other media that can be shared via digital channels.
- Create slide shows and other multimedia.
- Demonstrate strong journalistic skills and judgment.
- Develop and post completed video projects online and/or share via social media and other digital communications channels.
- Ensure the care and security of assigned equipment, materials, and supplies.
- Establish and maintain effective working relationships with others.
- Explain District policies and procedures.
- Maintain records and prepare reports.
- Manage a video/multimedia project from start to finish while maintaining a high level of quality.
- Meet schedules and time lines.
- Operate a variety of multimedia equipment related to assignment.
- Operate computers and business-related software, including word processing, spreadsheets, and databases.
- Oversee the design, planning, procurement, operation, maintenance, and support of technology and media equipment.
- Plan and organize work and develop work schedules.
- Produce high quality video/multimedia content.
- Train and provide work direction to others.
- Troubleshoot computer and network problems.
- Write and edit public relations or news content.
- Understand and follow oral and written directions.
- Work independently with little direction.

Training and Experience:

Any combination of training and experience equivalent to: three years of experience producing high quality video/multimedia content, including professional experience writing and editing public relations or news content and using a wide variety of multimedia technology and equipment related to the assignment. A college degree in communications, media production, or a related field is desirable.

WORKING CONDITIONS

Physical Requirements:

Category III

Environment:

Favorable, usually involves an office or media setting.