

San Diego Community College District

CLASSIFICATION DESCRIPTION

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

Title: Multimedia Specialist

Unit: Office Technical

DEFINITION

Under the direction of the Division Executive Manager, produce high-quality multimedia content (including video production, photography, and other digital media) that supports districtwide marketing and communications 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 a major technical activity such as 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.

EXAMPLE OF DUTIES

1. Conduct advance planning, including site visits and coordination with participants for upcoming video/multimedia features. Plan, script, and storyboard video/multimedia projects based on District and college/CE priorities.
2. Oversee all aspects of the video/multimedia shoot including lighting and sound.
3. Provide editing and post-production of video/multimedia projects.
4. Prepare and issue finished video/multimedia projects via District websites, via social media, and other channels.
5. Work collaboratively as a member of the Division Executive Manager's team, attending team meetings and providing advice/technical support.
6. Serve as a resource to other District/college/CE staff by providing advice/technical support as directed.
7. Participate in various District committees and working groups as directed.
8. Maintain the department's video/multimedia equipment and stay current with best practices for video/multimedia professionals.
9. Advise in terms of needed video/multimedia equipment, including hardware and software, for use by department as approved.
10. Maintain a wide variety of statistical records and prepare required reports.
11. May provide work direction and guidance to others.
12. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS**Knowledge:**

Advanced technical aspects of video camera and audio equipment.
All aspects of video production, including pre-production, shooting, editing, sound, and post-production.
Basics of digital photography.
District organization, operations, policies, and objectives including key programs, priorities, and people.
English, grammar, spelling, and punctuation.
Higher education and community colleges marketing best practices.
Operation of computer software related to field and laptop/desktop computers.
Oral and written communication skills.
Technical aspects of editing software and other equipment necessary for post-production.
Technical aspects of field of specialty.

Skills and Abilities:

Communicate effectively with others 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.
Develop and post completed video projects online and/or share via social media and other digital communications channels.
Establish and maintain effective working relationships with others.
Interact with a wide variety of individuals of different ages and backgrounds.
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.
Plan and organize work and develop work schedules.
Strong journalistic skills and judgements.
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 producing high quality video/multimedia content including demonstrated ability to conduct an interview to effectively tell an individual's story, and professional experience writing and editing public relations or news content.
A college degree in communications, media production or a related field and professional experience working in a newsroom or as part of a marketing communications team is desirable.

WORKING CONDITIONS

Physical Requirements:
Category III

Environment:
Favorable, usually involves an office or media setting.