

MULTIMEDIA SPECIALIST

Definition:

Under the general direction of the Deputy Director of Administrative Services, performs technical duties on an Agency-wide basis related to graphic design; web design and maintenance; document management; and, multimedia production.

Distinguishing Characteristics:

This is a single position, non-exempt classification in the Confidential Bargaining Unit. The incumbent works independently with only general direction and is responsible for the development, maintenance, and implementation of policies and procedures relating to document management; design and maintenance of the Agency's intranet site; and the production of promotional, informational, and public relations materials including publications, exhibits, signage, and specialty items utilizing a variety of media including web, print, video and audio solutions. Job duties require the use of a personal computer and audio/visual production equipment, as well as sitting for extended periods of time.

Examples of Duties:

- Implement and maintain Agency-wide electronic document management and storage systems;
- maintain and troubleshoot electronic databases including large relational database management systems such as Questys;
- develop, install and maintain Web-based applications associated with the Agency's intranet site;
- write, edit and post content to the Agency's intranet site;
- maintain the security of the Agency's document management system by enrolling users and assigning access rights;
- develop and maintain the Agency's visual identity standards and communication templates;
- prepare Agency promotional and informational materials including brochures, posters and flyers;
- produce video, audio and photography presentations and shows;
- design signage for Agency facilities;
- create forms, flowcharts, organizational charts and templates using a variety of software applications;
- prepare, edit and update policies and procedures;
- conduct digital video and audio conversions from various sources of media using audio and video editing software;
- provide training to Agency employees on policies, procedures and the use of software applications;

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- issue employee ID badges and maintain ID badging database;
- provide multimedia support at meetings of the Board of Directors;
- perform related duties as required.

Qualifications:

Knowledge of:

- Principles, procedures and concepts related to graphic design and marketing;
- principles, procedures and concepts related to video production and editing;
- principles, techniques and methodology of web building including the use of HTML, XHTML, CSS, PHP and search engine optimization;
- social media tools;
- emerging web technologies and applications;
- database management and maintenance;
- use and operation of video, audio and photographic equipment;
- project management principles and practices;
- use of computer software applications including Questys document management system, the Microsoft Office Suite (Word, Excel, PowerPoint, Publisher, Outlook, Project, Access, Visio), Camtasia Studio, Adobe Acrobat, Adobe LiveCycle Designer, Adobe Master Suite (Photoshop, InDesign, Illustrator, Premier Pro, After Effect, Encore, Sound Booth);
- office procedures, methods and equipment including use of a personal computer;
- English usage, grammar and punctuation.

Ability to:

- Research, write, edit and prepare information for promotional and informational products including video scripts, brochures, flyers, posters, newsletters, policies, procedures and intranet content;
- use video, audio and photographic equipment to produce multimedia shows and presentations;
- provide direction and creative support for a positive identity on-air and on-camera;
- maintain department web pages;
- assist with the design and maintenance of Agency website;
- maintain and manage electronic document management storage systems;
- design, modify and maintain intranet content;
- interpret and apply policies, procedures and regulations;
- read and understand technical information;

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- compile and prepare manuals and reports;
- provide training to Agency employees on policies, procedures and the use of software applications;
- create forms and templates using a variety of software applications;
- communicate clearly and concisely, both orally and in written form;
- establish and maintain effective working relationships with those contacted in the course of work.

Education/Experience:

Sufficient education, training and experience to demonstrate the knowledge and abilities listed above. These would normally be acquired by completion of an Associate degree in computer science, graphic arts or a closely related field and three (3) years of increasingly responsible experience in web design and maintenance, graphic design, and multimedia production. Experience working with relational database management systems is highly desirable.

License/Certificates:

Must possess and maintain a valid California driver's license with an acceptable driving record.