PALOMAR COLLEGE

Classification Title: Multimedia Development Specialist

Department:	Academic Technology Resources Center	**EEO6 Code:**	5
Employee Group:	Classified	**Salary Grade:**	30
Supervision Received From:	Manager, Academic Technology	**Date of Origin:**	9/2016
Supervision Given:	General Supervision	**Last Revision:**	9/2016

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Performs a variety of technical multimedia development, graphics design and web development duties; creates instructional and promotional computer-generated multimedia presentations for the District; and takes photographs for District instructional and promotional multimedia presentations.

DISTINGUISHING CHARACTERISTICS.

The Multimedia Development Specialist is distinguished from Lead Graphics Specialist by the former's responsibility for creating multimedia presentations used in the District's online class management system and other web-based academic technology systems, while the latter position provides lead guidance in the design and production of a wide variety of skilled graphic communication work.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Creates instructional and promotional multimedia presentations for the District; researches visual materials and information needed for a variety of multimedia projects; develops and documents programs and scripts for District business and marketing services and student web projects; determines technical needs and ensures coordination of design interface and interaction; provides design assistance to faculty for online class management system projects and online courses; ensures website and presentations comply with Americans with Disabilities Act requirements.

2. Provides support for and maintains District websites; installs, configures and maintains web media services; assists users in determining software needs and resolving problems; sets access permissions for and adds users to websites; manages weekly updates and changes to the Palomar College homepage.

3. Increases web space for faculty and staff websites; working with Information Services, manages file transfers and memory allocation for websites on the District's server; increases efficiency in the online gathering and dissemination of information; integrates new technologies into District websites; creates computer animation for websites, provides streaming media services, DVD authoring and Quick Audio support.

4. Digitizes visual images including photographs, graphics, slides and drawings for multimedia projects, the Internet and other classroom and District needs; scans, manipulates and optimizes 35 mm transparencies, negatives and reflective images.

5. Prepares original graphic sketches and illustrations; designs and copies layouts for online content; prepares graphic materials for use in the advertising and promotion of online courses; determines size and arrangement of illustrative materials and copy; selects style and size of type; arranges layout based on available space, layout principles and aesthetic design; implements web design parameters, style guides and visual standards.

6. Constructs and maintains websites and web interfaces; beta tests websites and online classes; adds interactivity to websites; prepares forms and digital files for use on the Internet; maintains a library of web files and images; publishes content across platforms; maintains cross-platform and cross-browser compatibility to allow website access from various environments; working with Information Services staff, tests and ensures software compatibility with the District's network; conducts routine website audits to ensure consistency of presentation, optimal functionality and proper operation of interactive components and features.

7. Takes photographs; prepares and optimizes photographic and digital images for websites, online classes and traditional classes using Internet-based handouts and supplements; prepares images for email attachments; creates short video clips for the Internet using digital and video cameras.

8. Assists faculty and staff with video and audio projects in the Faculty Technology Center; meets with instructors and staff to review project budgets and timelines; assists with project management; assists users with the proper use of software applications; responds to inquiries and calls for assistance with computer software applications and equipment; assists users in defining program requirements and objectives; acquires information about data sources and processing methods and explains software, hardware and system capabilities and limitations.

9. Maintains software and hardware registration records and inventory; installs upgrades as necessary; ensures appropriate security levels are maintained.

10. Provides recommendations to District administration on policies and procedures to ensure technology compatibility and better service for District users; identifies potential areas requiring change to existing policies and procedures or the development of new policies and procedures; recommends growth plans to deliver technology to students, faculty and staff.

11. Stays abreast of industry trends and applicable technology; reviews and analyzes technical literature and makes recommendations for District purchases, including writing specifications for equipment purchases and documenting operating procedures; participates with vendors in the assessment of advanced technologies, including beta and field testing.

12. Assists with and/or conducts computer training workshops.

Marginal Functions:

1. Burns CDs for instructional use and storage of information; prepares CD labels and jewel case designs.

2. Maintains a variety of records and files.

3. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four years of increasingly responsible experience in visual media production or graphic design.

Education/Training: Equivalent to an associate's degree from an accredited college or university with major coursework in graphic design, visual communications, computer science, information systems or a related field.

Knowledge of:

1. Principles and practices of graphic design including methods and techniques of drawing and illustration.

2. Techniques and equipment used in the production of multimedia presentations including the operation of computer systems.

3. Principles and concepts of website design and development including usability concepts, such as navigational aids, knowledge management, information rendering, standard web programming and graphics mark-up languages.

4. General systems design principles and applications development, methodologies and tools.

5. Programming theory and operating systems capabilities and constraints applicable to a technology environment.

6. Current and emerging web-based technologies and associated products, tools and equipment.

7. Principles, methods and techniques in website architecture and design.

8. Network communication protocols.

9. Principles and practices of network security and security protocols.

10. Local, state and federal regulations, including terminology and processes applicable to areas of assigned responsibility.

11. Basic project management tools and techniques.

12. Methods and techniques for troubleshooting website, hardware and software problems.

13. Correct English usage, including spelling, grammar and punctuation.

14. Practices and procedures of recordkeeping.

15. The roles and functions of multimedia development as applicable to areas of responsibility.

Skill in:

1. Conceptualizing practical web-based solutions to meet clients' requirements.

2. Planning and completing projects efficiently and in accordance with established quality standards.

3. Designing and creating a variety of multimedia promotional and instructional projects, including displays and presentations.

4. Producing skilled artwork by freehand, computer or mechanical means.

5. Assisting instructors and students in media creation, production and use of instructional materials.

6. Choosing and digitizing video material for multimedia projects.

7. Troubleshooting and resolving website, software, hardware and network problems.

8. Keeping technical skills current to meet continuing web development assignments.

9. Operating office equipment including computers and supporting software applications.

10. Communicating clearly and concisely, both orally and in writing.

11. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.

12. Establishing and maintaining cooperative working relationships with those contacted in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The employee works in a graphics media laboratory environment, exposed to computer screens and various graphic presentation equipment.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to walk, stand or sit for prolonged periods of time; light lifting and carrying; operating motorized equipment and vehicles; near visual acuity to take pictures and read computer screens.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.