



Multimedia Specialist

CLASS TITLE	CLASS CODE	SALARY GROUP	SALARY RANGE
MULTIMEDIA SPECIALIST I	1850	B20	\$51,158 - \$81,351
MULTIMEDIA SPECIALIST II	1851	B22	\$57,614 - \$93,138

GENERAL DESCRIPTION

Performs multimedia operation and production work involving the design, preparation, and production of multimedia content using photographic, audio, and video equipment.

DISTINGUISHING CHARACTERISTICS

The Multimedia Specialist series is intended for employees who perform duties related to the conception, design creation, development, and production of media (such as photography, video, audio, graphics, multimedia, and other forms of digital media). Functions may include conceptualizing, developing, designing, producing, editing, and/or directing a media project; or the operation, maintenance, and/or oversight of media facilities, production, and/or distribution-related activities. This series is not intended for positions that focus on the installation, maintenance, and repair of photographic, audio, video, lighting, and other related equipment, which are covered by the Multimedia Technician job classification series. In addition, positions in the Multimedia Specialist job classification series do not focus on creating or producing graphic designs or interactive media materials. Employees in this series may occasionally perform that work as part of the development and production of a multimedia project; however, if an employee performs that work the majority of the time, then the Creative Media Designer job classification series may be more appropriate.

EXAMPLES OF WORK PERFORMED

Designs, edits, and integrates digital content, graphics, animation, photography, illustrations, and other multimedia visualization and imaging products.

Produces, directs, and edits video projects, including planning, scripting, capturing footage, and designing graphics and interactive media materials.

Edits and reviews multimedia files for production using computer-assisted and other special effects audiovisual equipment.

Produces, directs, and records program elements.

Performs computer-assisted editing and programming for television productions.

Records audio, edits, and mixes effects.

Performs photographic work, including color correction, special effects, and slide duplication.

Develops the layout and production design of magazines, journals, reports, and other publications.

Duplicates audio and video media and digital data from master versions for distribution. Maintains audiovisual media libraries and catalogs.

Performs related work as assigned.

DESCRIPTION OF LEVELS

Examples of work and descriptions are meant to progress through the levels. For example, an employee at level II may also perform work listed for the previous level.

Note: *Employees at the journey level may independently perform the full range of work listed in the examples or may assist others in that work.*

MULTIMEDIA SPECIALIST I: Performs complex (journey-level) multimedia operation and production work. Works under general supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may routinely assist others in performing work of greater complexity.

Note: *A senior-level employee (level II) may perform the full range of work listed in the examples above and can serve as a lead worker providing direction to others.*

MULTIMEDIA SPECIALIST II: Performs highly complex (senior-level) multimedia operation and production work. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may:

- Coordinate the editing and review of multimedia files for production using computer-assisted and other special effects audiovisual equipment.
- Coordinate with and advise agency staff and media users regarding creative and technical aspects of production.
- Coordinate audio mastering, editing, and mixing.
- Coordinate the performance of photographic work, including digital and film.
- Conceptualize, analyze, design, compose, and direct creative audiovisual productions, including planning for the use of talent, the visualization of scripts, and the use of graphics.
- Plan and organize production structure and all aspects of video production.
- Establish production quality standards, operating procedures, and production procedures for a multimedia audiovisual studio.
- Produces, directs, and edits video projects, to include planning, scripting, capturing footage, and designing graphics and interactive media materials.
- Develop, implement, and make recommendations regarding video communication distribution strategies for targeted content and instructional videos.

- Evaluate and select photographs for publication and distribution.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in page layout, drawing, photo/video editing, type formatting, and electronic file preparation using traditional and/or computer-assisted methods. Graduation from an accredited four-year college or university with major coursework in computer graphics, communications, film, fine art, or a related field is generally preferred. Experience and education may be substituted for one another.

KNOWLEDGE, SKILLS, AND ABILITIES

For all levels

- Knowledge of the principles of graphic design, still and video photographic techniques, and production methods and procedures.
- Skill in creating graphics and special effects and in editing photos, audio, and video.
- Ability to design pages, and to communicate effectively.

Additional for Multimedia Specialist II level

- Ability to serve as a lead worker providing direction to others.