



Multimedia Specialist II

Salary Group: B22

Class Code: 1851

<u>CLASS TITLE</u>	<u>CLASS CODE</u>	<u>SALARY GROUP</u>	<u>SALARY RANGE</u>
Multimedia Specialist I	1850	B20	\$45,158 - \$73,788
Multimedia Specialist II	1851	B22	\$51,614 - \$84,479

GENERAL DESCRIPTION

Performs highly complex (senior-level) multimedia operation and production work. Work involves the design, preparation, and production of multimedia content using photographic, audio, and video equipment. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment.

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 directing media project; or the operation maintenance and/or oversight of media facilities, production, and distribution-related activities. In contrast, the Multimedia Technician job classification series does not focus on multimedia production; rather, employees in that series would be responsible for the installation, maintenance, and repair of photographic, audio, video, lighting, and other related equipment.

EXAMPLES OF WORK PERFORMED

Coordinates the editing and review of multimedia files for production using computer-assisted and other special effects audiovisual equipment.

Coordinates with and advises agency staff and media users regarding creative and technical aspects of production.

Coordinates audio mastering, editing, and mixing.

Coordinates the performance of photographic work, including digital and film.

Performs computer-assisted editing and programming for television productions.

Conceptualizes, analyzes, designs, composes, and directs creative audiovisual productions, including planning for the use of talent, the visualization of scripts, and the use of graphics.

Plans and organizes production structure and all aspects of video production.

Design, edit, and integrate digital content, graphics, animation, photography, illustrations, and other multimedia visualization and imaging products.

Establishes 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.

Develops, implements, and makes recommendations regarding video communication distribution strategies for targeted content and instructional videos.

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

Evaluates and selects photographs for publication and distribution.

Performs related work as assigned.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in page layout, drawing, photo/video editing, type formatting, and electronic file preparation using both traditional and/or computer-assisted software. 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

Knowledge of the principles of graphic design, still and video photographic techniques, and production methods and procedures.

Skill in creating graphics and special effects, as well as editing photos, audio, and video.

Ability to use the elements of design to create page layout, to perform image editing, and to communicate effectively.