

SAN MATEO COUNTY OFFICE OF EDUCATION

CLASS TITLE: MULTIMEDIA DESIGNER

BASIC FUNCTION:

Under the direction of an assigned supervisor, assist in maintaining adherence of all visual assets to SMCOE brand and style guidelines, elevate the capacity of the communications team to solve problems innovatively and with the greatest impact, and create compelling multimedia assets in support of SMCOE programs, services, and priorities.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Develop effective and engaging digital assets and marketing materials, which may include: videos, motion graphics, animations, logos, diagrams, information graphics, digital newsletters, webpages, direct mailings, and presentation templates.

Prepare print-based educational, informational, and promotional materials, which may include: flyers, posters, event programs, brochures, booklets, reports, forms, certificates, letterhead, packaging, and print newsletters.

Assist communications team in implementing and supporting SMCOE brand standards and style guidelines across the organization.

Apply design principles and strategic thinking to help communications team generate creative solutions and complete projects effectively and efficiently.

Create content, design, and layout for the SMCOE website; ensure posted information is current, accurate, and accessible; enhance website by adding and improving interactive features.

In accordance with SMCOE brand standards and style guidelines, develop and update templates for SMCOE communications including email, presentations, and collateral.

Develop supplementary multimedia assets as required for periodic SMCOE social media postings.

Maintain and organize digital video and photograph archives.

Serve as a multimedia design resource to SMCOE, school districts, and partner organizations.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Mastery of professional visual design software, including Adobe Photoshop, Illustrator, and InDesign;

Expertise in the entire video production workflow, including preproduction (scripting/storyboarding), production (cinematography, recording video/audio with professional equipment), and postproduction (video editing/compositing in Adobe Premiere Pro, Final Cut Pro or similar);

Proficiency in motion graphics and animation software (Adobe After Effects, Adobe Flash, Motion 5, Maya or similar);

Proficiency in HTML, with knowledge of additional scripting/programming languages desirable (Javascript, jQuery, Java, Swift, Python, Ruby, etc.).

ABILITY TO:

Excellent interpersonal skills, including the demonstrated ability to establish and maintain relationships with people internally and externally;

Strict attention to detail and high aesthetic standards;

Strong listening, creative thinking, and execution skills;

Commitment to content-driven design;

Effective at handling multiple projects at the same time and on a deadline;

Ability to work effectively both individually and on a team; and

Awareness of the social impact of appropriate visual communication.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: a bachelor's degree in multimedia, graphic design, communications, or web design from an accredited college or university and at least three years of professional experience in a visual design/multimedia design role.

LICENSES AND OTHER REQUIREMENTS:

None.

WORKING CONDITIONS:

ENVIRONMENT:

Office Environment

PHYSICAL DEMANDS:

Vision sufficient to read a computer screen and small print in computer manuals.

Hearing sufficient to understand verbal communication over the phone.

Dexterity of hands and fingers sufficient to operate a computer keyboard.

Mobility sufficient to move through buildings and in rooms where events are held.

Sitting for extended periods of time

FLSA Status	Salary Range	Classification Type
Non-Exempt	CSEA 887 - Range 136	Classified CSEA

Board Approval Date	PC Adopted Date	Revision History
March 7, 2018	March 14, 2018	Creation: March 14, 2018