

Job Title:	Multimedia Design Specialist
Grade Level/Terms of Employment:	Pay Grade 123 / 260 Days (12 months)
FLSA Status:	Exempt
Work Location:	Chief Engagement Office
Immediate Supervisor:	Director of Equity and Communications

General Description:

The Multimedia Design Specialist is responsible for developing compelling digital content for the school division's website and social media; and conceptualizing creative designs to assist in telling the story of Richmond Public Schools.

Essential Duties and Responsibilities:

- Designs and creates written and visual content for the RPS website, social media accounts, internal communications, and other platforms and publications.
- Develops web content strategies and collaborates with colleagues across the division to create multimedia campaigns to be executed across various platforms.
- Works closely with central office and schools to provide consultation and manage aspects of the iterative design process for web and print collateral.
- Serves as copy editor for other publication/campaign content.
- Responsible for general content and user management of RPS division and school websites.
- Conducts training sessions on website content management for various website/webpage owners; audits and edits other content as applicable.
- Performs accessibility testing to identify and resolve accessibility barriers to ensure ADA compliance and accessibility as required.
- Performs other related duties as required.

Qualifications:

- Bachelor's degree with an emphasis in Digital Marketing, Graphic Design, Multimedia Design, Web Development, or a related field required.
- Proficiency in web content personalization, HTML (non-WYSIWYG) and CSS web design with a thorough understanding of cross browsers/multi-platform and a solid understanding of the social media landscape.
- Prior work experience in the education sector, preferably in an urban school division preferred.
- Strong composition skills, sophisticated design and layout sensibilities, creative typographic solutions.
- Strong working knowledge of audio visual technology and equipment, including excellent proficiency in digital photography.
- Demonstrable knowledge and experience with Adobe Creative Suite, including InDesign, Photoshop, and Illustrator (must provide samples).
- Outstanding interpersonal and teamwork skills; and strong organizational skills, including keen attention to detail.
- Ability to learn quickly, work in a fast-paced environment, and multi-task effectively.
- Willingness to work outside standard business hours.
- Possession of a valid Virginia Driver's License and access to personally owned personal vehicle.

- Physical capabilities and sensory skills to effectively use and operate various digital equipment. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.