SAN MATEO COUNTY OFFICE OF EDUCATION

FLSA: Non-Exempt

MULTIMEDIA DESIGNER

DEFINITION

Under direction, maintains adherence of all visual assets to the San Mateo County Office of Education (Office) brand and style guidelines, elevates the capacity of the communications team to solve problems innovatively and with the greatest impact, and creates compelling multimedia assets in support of Office programs, services, and priorities; provides assistance to management in areas of expertise; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned supervisory or management personnel. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This journey-level classification is responsible for independently performing professional duties in support of strategy, communications, design, and marketing materials. Positions at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops 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.
- Prepares print-based educational, informational, and promotional materials, which may include flyers, posters, event programs, brochures, booklets, reports, forms, certificates, letterhead, packaging, and print newsletters.
- Assists communications team in implementing and supporting Office brand standards and style guidelines across the organization.
- Applies design principles and strategic thinking to help Office staff generate creative solutions and complete projects effectively and efficiently.
- Creates content, designs, and layout for the Office website; ensures posted information is current, accurate, and accessible; enhances website by adding and improving interactive features; provides training to staff on website editing, updates, and accessibility requirements.
- Ensures compliance with Office brand standards and style guidelines, develops and updates templates for communications including email, presentations, and collateral.
- Develops multimedia assets as required for social media postings, reports, newsletters, and other publications.

- Maintains and organizes digital video and photographic archives.
- Serves as a multimedia design resource to the staff, school districts, and partner organizations; provides technical assistance, guidance, and support regarding the development of design concepts and themes to communicate specific marketing and communications messages to various audiences via advertising and promotional collateral; creates design guidebooks, and conducts trainings as needed.
- Stays abreast of current trends and innovations; researches emerging products and enhancements and their applicability to the Office's needs; makes recommendations considering budget, training, and operational perspectives; and learns and applies emerging technologies.
- Observes and complies with all Office and mandated safety rules, regulations, and protocols.
- Performs related duties as required.

QUALIFICATIONS

Education and Experience:
Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in multimedia design, graphic design, communications, or web design; and
- Three (3) years of increasingly responsible experience in visual design, multimedia design, or a closely related field.

Licenses and Certifications:
This position may require employees to travel locally, and specifically, employees must be able get themselves to different locations during their workday. Employees will be responsible for ensuring that they can timely move between locations during their workday either via driving themselves with a valid driver's license or using other modes of transportation, including a ride hailing service, taking a taxi, carpooling, bicycling, etc.

Knowledge of:

- State-of-the-art graphic design theories, techniques, processes, tools, and software used for a variety of formats including digital, hard-copy, video, and/or animation.
- Principles and techniques of audio and video production, engineering, equipment and digital video and audio systems and their various formats.
- Advanced principles and practices of data collection and script and creative content development, editing, and recording.
- Advanced principles and practices of web and social media image design and layout.
- Principles, elements, and stages of design.
- Copyright laws, rules, and regulations.
- Procedures for creating traditional and/or electronic files for output for publications.
- Alternate strategies available to establish and improve comprehensive graphic design programs.
- Applicable federal, state, and local laws, codes, and regulations as well as industry standards and best practices pertinent to the assigned area of responsibility.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Office staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Direct and participate in the design and implementation of the visual identity and image of the Office in an independent and cooperative manner, evaluate alternatives, and make sound recommendations.
- Plan, organize, and carry out assignments with minimal direction.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Creatively design effective marketing materials relating to Office programs, services, and events.
- Visualize abstract ideas and concepts; graphically transpose ideas and thoughts onto paper or computer screen.
- Understand the organization and operation of the Office as necessary to assume assigned responsibilities.
- Oversee the maintenance of accurate databases, records, and files.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the department and Office in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Prepare clear and concise reports, correspondence, documentation, and other written materials.
- Use tact, initiative, prudence, and judgment within general policy and procedural guidelines.
- Organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing divisional policies and procedures.