

**MONTGOMERY COUNTY GOVERNMENT, VIRGINIA  
POSITION DESCRIPTION**

**TITLE: MULTIMEDIA SPECIALIST**

**GENERAL DESCRIPTION**

The essential function of the position within the organization is to perform responsible work in design, development, production and content for multimedia communications. This includes print, web, video, photography, graphics, audio and social media communications. The position works under general supervision independently developing work methods and sequences.

**PRIMARY DUTIES:** *Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks that may be found in positions within this classification. Employees may be assigned additional duties by management as required.*

**Web Design/Social Media/Content**

Designs, develops and creates web-based layout, graphics, video, sound and/or content for use in news releases, presentations, video productions, multimedia programs, web sites, e-mails and other electronic media. Trains staff on content management systems and assists staff with communications needs. Ensures consistency, accuracy and compliance with required standards, proofreads and approves copy; maintains postings of news releases, other data as required.

**Graphic Design/Print Materials**

Designs, produces and distributes employee and citizen newsletters, flyers, advertisements and documents using professional page layout and graphic design software; composes, edits and proofreads copy for accuracy, grammar, punctuation, consistency and formatting. Consults with commercial printers and advertising departments regarding format, placement and print specifications.

**Photo/Video/Audio Production**

Performs technical duties in the production of video and audio projects, including videotaping live meetings. Operates video and audio equipment, including video cameras, remote control cameras, audio mixers, CD and DVD burners and other equipment. Edits special effects, composition and design of video productions for cable channel and webcasting. Provides photography for web, print, video and media use. Edits and manipulates photos. Provides content and scripts for multimedia projects.

**Other Duties**

Manages or assists with planning and coordination of special events, projects, and workshops as directed or required.

Works as emergency public information officer during crises. May be assigned to report at a different time and location and to perform different duties as necessary.

Performs related work as required.

**DATA RESPONSIBILITY:** *Data refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.*

Gathers, organizes, analyzes, examines, or evaluates data or information and may prescribe action based on these data or information.

**PEOPLE RESPONSIBILITY:** *People refers to individuals who have contact with or are influenced by the position.*

## **MULTIMEDIA DESIGN SPECIALIST**

Persuades or influences others in favor of a service, point of view, or course of action; may enforce laws, rules, regulations or ordinances.

**INVOLVEMENT WITH THINGS:** *Things refers to inanimate objects such as substances, materials, machines, tools, equipment, work aids, or products. A thing is tangible and has shape, form, and other physical characteristics.*

Coordinates the handling of machines, tools, equipment or work aids involving extensive latitude for judgment regarding attainment of standard or in selecting appropriate items.

**ASSETS RESPONSIBILITY:** *Assets responsibility refers to the responsibility for achieving economies or preventing loss within the organization.*

Requires some responsibility for achieving minor economies and/or preventing minor losses through the handling of or accounting for materials, supplies, or small amounts of money.

**SAFETY OF OTHERS:** *Safety of others refers to the responsibility for other people's safety, either inherent in the job or to assure the safety of the general public.*

Requires no responsibility for the safety and health of others.

**MATHEMATICAL REQUIREMENTS:** *Mathematics deals with quantities, magnitudes, and forms and their relationships and attributes by the use of numbers and symbols.*

Uses addition and subtraction, multiplication and division, and/or calculates ratios, rates, and percentages.

**COMMUNICATIONS REQUIREMENTS:** *Communications involves the ability to read, write, and speak.*

Reads technical instructions, procedures manuals, and charts to solve practical problems; composes routine reports and specialized reports and forms.

**COMPLEXITY OF WORK:** *Complexity of work addresses the analysis, initiative, ingenuity, creativity, and concentration required by the position and the presence of any unusual pressures.*

Performs coordinating work involving guidelines and rules, with constant problem solving; requires continuous, close attention for accurate results and frequent exposure to unusual pressures.

**IMPACT OF DECISIONS:** *Impact of decisions refers to consequences such as damage to property, loss of data or property, exposure of the organization to legal liability, or injury or death to individuals.*

Makes decisions with moderately serious - affects work unit and may affect other units or citizens or loss of life could occur but probability is low.

### **EDUCATION AND EXPERIENCE REQUIREMENTS**

**EDUCATION REQUIREMENTS:** *Education requirements refers to job specific training and education required for entry into the position.*

Requires education or training equivalent to a Bachelor's degree in communications, videography, design or related field.

**LICENSES, CERTIFICATIONS, AND REGISTRATIONS REQUIRED:** *Licenses, certifications, and registrations refers to professional, state, or federal licenses, certifications, or registrations required to enter the position.*

## **MULTIMEDIA DESIGN SPECIALIST**

Requires some combination of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat Professional); Final Cut Pro; Microsoft Office Suite.

**EXPERIENCE REQUIREMENTS:** *Experience refers to the amount of work experience that is required for entry into the position that would result in reasonable expectation that the person can perform the tasks required by the position.*

Requires any combination of education and training over 2 years and up to and including 4 years which demonstrates the ability to perform the duties and responsibilities as described.

### **AMERICANS WITH DISABILITIES REQUIREMENTS**

**PHYSICAL DEMANDS:** *Physical demands refers to the requirements for physical exertion and coordination of limb and body movement.*

Requires sedentary work involving standing or walking for brief periods, exerting up to 10 pounds of force on a regular basis and some dexterity in operating office equipment.

**UNAVOIDABLE HAZARDS:** *Unavoidable hazards refers to unusual conditions in the work environment that may cause illness or injury.*

The position is exposed to no unusual environmental hazards.

**SENSORY (ADA) REQUIREMENTS:** *Sensory requirements refers to hearing, sight, touch, taste, and smell necessary to perform the tasks required by the position efficiently.*

The position requires normal visual acuity and field of vision, hearing, and speaking.

### **AMERICANS WITH DISABILITIES ACT COMPLIANCE**

The Montgomery County Government of Virginia is an Equal Opportunity Employer. ADA requires the County to provide adequate accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.