

COORDINATOR, MULTIMEDIA

DEFINITION

Under general supervision, plans, organizes and coordinates social media and the development and implementation of all multimedia activities within the Marketing and Communication Department, including graphic design and layout, infographic design, animated graphics, video, website writing and editing, social media communication, video production, marketing materials, and publications; providing oversight for the development and production of a wide variety of informational, promotional, and academic materials and publications for both print and web formats; in collaboration with the Director, Marketing and Communication, administers short and long-range planning activities, develops and implements digital campaigns and strategies; manages the effective use of department resources to improve organizational productivity and customer service; provides complex and responsible support to the Director, Marketing and Communication in areas of expertise.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director, Marketing and Communication. Exercises technical and functional direction over and provides training to student workers and support to assigned staff.

CLASS CHARACTERISTICS

This is a coordinator classification responsible for planning, organizing, and coordinating multimedia activities within the department. Incumbents at this level are required to be fully trained in all procedures related to the assigned area(s) of responsibility, working with a high degree of independent judgment, tact, and initiative. This class is distinguished from the Coordinator, Graphic Design in that the latter is primarily responsible for leading and overseeing the visual imagery, branding of the College's diverse marketing materials. In contrast, the Coordinator, Multimedia has a broad responsibility for coordinating graphic design, web, social media, and/or video production. Incumbents at this level require skill in coordinating departmental work with that of other departments and outside agencies. This class is distinguished from the Director, Marketing and Communication in that the latter has overall responsibility for all functions of the department and for developing and implementing the District's overall marketing strategy.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

- Plans, organizes, and coordinates the daily programs, services, and activities of the multimedia function within the Marketing and Communication Department; assists in establishing schedules and methods for providing program, services, and activities; recommends improvements or modifications; assists in developing and implementing procedures and policies.
- Provides training, orientation, and guidance to assigned staff; prepares weekly and daily project schedules; reviews and controls quality of work.
- Participates in the development of department budgets.
- Develops and practices methods to continually improve the efficiency and effectiveness of assigned programs; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and recommends to the Director.
- In collaboration with the Director, Marketing and Communication conceptualizes, plans, develops, and implements a wide variety of multimedia campaigns and strategies.
- Coordinates and/or personally performs the creation and design of new multimedia pieces, such as printed collateral, web-to-print products, web content, social media content, digital advertising content with the use of a wide variety of cloud-based applications and computer software programs.

- Develops marketing focused multimedia campaigns for online advertising, digital marketing, and social media communication.
- Manage and grow positive social media presence of College in alignment with College mission, vision, values and goals.
- Create, review and edit multimedia material for social media and web.
- Monitor, plan and engage in online conversations related to the College brand with stakeholders.
- Respond to social media and web inquiries.
- Regularly report insights gained from social media and web monitoring to the Director, Marketing and Communications and other College stakeholders.
- Analyze online performance and make recommendations on strategy, content, design, features to improve effectiveness of campaigns and online efforts.
- Researches subject matter for a wide variety of projects to gain full understanding of what types of multimedia are appropriate.
- Creates and manages use of visual themes, graphics and infographics when deemed appropriate.
- Monitors job requests and e-mail correspondence regarding the status of each project.
- Meets and collaborates with various project stakeholders and internal clients regarding their service requests and promotional campaigns.
- Administers contracts with private vendors to provide District services and works with them to complete projects.
- Stays abreast of new trends and innovations in multimedia; researches emerging products and technical enhancements and their applicability to District needs.
- Receives, investigates, and responds to difficult and sensitive problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Completes special projects per direction of the President's Office and Cabinet.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Multimedia and design concepts, processes, and procedures, including illustration of various media, graphic design and layout, web content development, social media communication, infographic design, video production, and animation.
- Best practices in digital marketing and social media as well as understanding of digital production processes.
- Management and maintenance of web and social media channels, including, but not limited to Twitter, Facebook, Google+, LinkedIn, and Instagram.
- Basic principles and practices of providing technical and functional direction and training to assigned staff.
- Principles and practices of budget development and administration.
- Mac-platform graphics software updates, typography, pre-press production and color correction, and printing processes and technology, web processes and technology, social media communication, digital marketing.
- Fundamentals of photography, including in-studio and candid settings and postproduction enhancements and corrections.
- Methods, principles and practices of District programs, projects, services, and activities.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to graphic design programs.
- Recent and ongoing developments, current literature, and sources of information related to the operations of the assigned division.

- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Skills & Abilities to:

- Plan, schedule, assign, and oversee activities of assigned personnel.
- Inspect the work of others and maintain established quality control standards.
- Use initiative and creative thinking to solve problems, create and/or improve programs, and communicate effectively to intended audience.
- Respond to inquiries in a timely, courteous, and professional manner.
- Train others in proper and safe work procedures.
- Identify and implement effective course of action to complete assigned work.
- Oversee and coordinate graphic design program operations, services, and activities.
- Participate in the development of goals, objectives, policies, procedures, and work standards for assigned programs.
- Creatively design effective educational and informational materials and marketing collateral relative to District programs, projects, services, and activities.
- Visualize abstract ideas and concepts; interpret ideas and thoughts onto paper or computer screen.
- Produce neat, accurate, and quality products.
- Oversee and coordinate multiple complex projects within specified deadlines.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications and programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Work collaboratively with and provide professional marketing/design consultation to internal clients.

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 graduation from an accredited four-year college or university with major coursework in arts, graphic design, Web design, communications, marketing, or a related field and five (5) years of experience in multimedia communication, design and/or coordination. Additional years of experience can be substituted for the required education on a year-for-year basis.

Licenses and Certifications:

- The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas are required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Visual discernment of colors is required. Incumbents in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects weighing up to 30 pounds **or heavier weights with the use of proper equipment.**

ENVIRONMENTAL ELEMENTS

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