Multimedia Specialist

Definition

Under direction, to provide multimedia support necessary to carry out the public information programs of the district, to produce video and still photography—including professional quality video editing and black and white and color darkroom work—to have a thorough working knowledge of multimedia equipment normally used in public presentations—including but not limited to computerized and manual projection and viewing devices, sound equipment and computers to the extent that they are needed to operate such equipment—and do other related public information work as required.

Examples of duties

Performs video and photography activities as required for public information and other district activities; provides support and direction to others preparing and delivering public presentations; prepares and distributes approved materials to the mass media; provides solutions to specific multimedia problems; maintains good working relationship with the mass media, operates district multimedia equipment, operates and maintains district darkroom and equipment; records district activities with still and video cameras; edits video and dubs audio; will drive district vehicles to accomplish tasks; may work with and in areas containing chemicals, fumes, dust, vapors and exhaust; may carry heavy photographic and video equipment; will assist in preparation of other public information programs such as fair and mall displays, dedications, ground breaking, open houses and other district functions.

Desirable qualifications

Knowledge of:
Interrelationships and workings of multimedia equipment and materials;
Public relations and public information principles and practices;
Photography and photo processing methods, techniques and practices for both black and white and color photography;
Video recording methods, practices and techniques;
Video editing and dubbing equipment, procedures and techniques
Procedures and methods of multimedia material storage;
Office practices and procedures;
Principles of public speaking.

Ability to:
Find innovative solutions to multimedia problems;
Research and interpret facts, procedures and policies related to district functions;
Make and process quality still photographs;
Make and edit quality videos;
Effectively operate all common forms of multimedia equipment;
Work cooperatively with others;
Maintain good public relations with individuals and groups seeking information about district activities and functions;
Follow written and oral directions.

Training and experience:
Any combination of training and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain this knowledge and abilities is through a four-year college degree program or a minimum of five years progressive experience working in television news production, industrial video production, contract or in-house multimedia service to hotels or organizations that require such service or in related fields.