
MULTIMEDIA COMMUNICATIONS SPECIALIST

DEFINITION

Under general direction, participates in coordinating, implementing, promoting and generally supporting assigned communications, digital and print content and publication, and multimedia activities in alignment with the Authority's priorities; focuses on creating professional quality multimedia work products for a variety of platforms and audiences; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Information Officer. May exercise general, technical and/or direct supervision over assigned interns and staff.

CLASS CHARACTERISTICS

This is a single position classification responsible for the full range of professional-level duties related to the design, development, planning, and implementation of digital media content to support to Authority's priorities. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of Authority activities, and extensive staff, public, and organizational contact. The incumbent participates in developing and implementing policies and procedures for the assigned program or function. The work has technical and programmatic aspects requiring the interpretation and application of policies, procedures, and regulations. Positions at this level 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. Successful performance of the work requires independence, initiative, and discretion within established guidelines.

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 typical job functions.

- Plans, coordinates, edits, and is responsible for the creation and distribution of digital media content for public service announcements, advertisements, news releases, internal communications, training, promotional events, and other public communications, including for use on the Open Space Authority website and social media platforms. Plans, coordinates, and edits graphic design direction, manages vendors, and is responsible for overseeing needed inventory for collateral and signage, including but not limited to preserve and event signage, brochures, flyers, posters, and reports.
- Responsible for obtaining photos and videos of Open Space Authority preserves, programs, events, and projects. This includes writing and publishing detailed scripts for video projects, which should include written transcripts and closed captioning.
- Develops or assists in developing, producing, and coordinating audio-visual stories and content to create public awareness about Open Space Authority programs, departments, and initiatives.
- Coordinates all phases of video(?) production to completion, including subjects, production crew, camera sequencing and movement, music selection, sound effects, narration and dialogue synchronization with visual effects, and casting of voice-over narrators.

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- Coordinates productions to meet timeline and budget parameters.
- Assesses electronic/digital and audio-visual program needs in consultation with Public Information Officer and the requestor and determines the most effective format, content, and media to be utilized in order to achieve the desired results.
- Applies learning from assessing program needs, in the context of vision and mission of the agency, to propose changes in use of existing communications channels, and/or novel ideas for reaching agency audiences / getting our messages across through new channels.
- Assists in reviewing, prioritizing, scheduling, executing, and updating requests for multimedia tasks;
- Projects and prepares fiscal year expenditures based on continuing multimedia services, equipment, and supply needs.
- Schedules various phases of production to ensure that personnel and equipment are utilized within the scope of the allocated budget and deadline.
- Interviews department officials, employees, and representatives from various groups and organizations, and the general public to secure information.
- Conducts research on subjects to be presented utilizing both Department personnel and published information.
- Researches and reviews materials and tools designed to visually communicate subject matter, recommending purchases to the Public Information Officer.
- Assists in training staff in the operation of digital media software, including HubSpot CRM, Canva, In Portal, DropBox, and other necessary tools.
- Collaborates strategically with other communications staff in the Office of Public Affairs, across the agency, and with Open Space Authority partners to disseminate information using audio-visual techniques, websites, and social media platforms.
- Coordinates project or activity deliverables internally and externally, including education events, special events, public meetings, and public presentations.
- Assists in developing, maintaining, and archiving/cataloging systems and records of all multimedia communications, including photos, raw footage, completed videos, audio, and all audio-visual elements for storytelling.
- Attends meetings, presentations, and special events, as directed.
- Researches, recommends, orders, and maintains inventory of audio-visual equipment and supplies.
- May collect and analyze data and prepare reports.
- Maintains accurate records and files; ensures storage of records and complies with retention schedules.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Promotional graphic design, audio-visual storytelling, electronic/digital video production, multimedia tools, and evaluation techniques.
- Principles, practices, and techniques of current and emerging public communications, relations, and information media (including social media).
- A variety of photo and video formats, and standards for web, social media, and current platforms used by the Open Space Authority.
- A variety of media production equipment, including professional video camcorders, cameras, stabilizing rigs, portable audio recorders, wireless lavalier microphones, shotgun microphones, lighting, sliders, live streaming equipment, sound recording equipment, etc.
- Electronic/digital and audio-visual equipment and audio-visual editing and production.
- Production and sound mixing techniques.
- Multimedia and audio-visual production terminology and concepts.

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- Interviewing techniques.
- Script writing and evaluation of impact of content on target audience.
- Digital photography.
- Common office computer applications and current video/photo/graphics creation and editing software.
- Project tracking and monitoring.
- Recordkeeping principles and procedures.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Techniques for providing a high level of customer service by effectively interacting with staff, representatives of outside organizations, and members of the public, including individuals of diverse socioeconomic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.
- 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.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

Ability to:

- Work quickly and effectively under pressure and meet deadlines with minimal supervision.
- Research, coordinate, and manage vendors to obtain services and deliverable.
- Conceptualize electronic/digital information projects and audio, graphics, and visual effects.
- Produce electronic/digital and audio-visual products and corresponding scripts that meet objectives in an interesting, creative, and professional manner.
- Determine multimedia audio-visual program objectives in relation to program needs/limitations and learner preparation and ability.
- Assess multimedia programmatic needs and determine cost-effective and program-effective response.
- Research, review, and extract information from published sources, interviews, meetings, and discussions.
- Capture video and photographs, edit media product, and operate audio-visual equipment.
- Instruct personnel in proper use of audio-visual equipment and materials.
- Understand and effectively communicate technical data in audio-visual projects.
- Develop, write, and complete short/long term goals and objectives.
- Be proactive, creative, and resourceful in completing assignments.
- Communicate ideas and concepts clearly in English through creative, engaging, and persuasive audio-visual storytelling and compelling video and images.
- Ensure multimedia content, length, depth, tone, style, and quality requirements meet project expectations.
- Collaborate with and share knowledge with others.
- Make clear, concise, and complete verbal presentations.
- Demonstrate sensitivity to and understanding of the diverse socioeconomic, cultural, physical ability, and ethnic backgrounds of individuals encountered in the execution of Authority services and mission.
- Learn and understand the organization and operation of the Authority and of outside agencies as necessary to assume assigned responsibilities.
- Independently plan and organize work, set priorities, meet critical deadlines, and follow-up on assignments.

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- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

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 communications, marketing, public relations, business or public administration, or a related field and four (4) years' experience working in communications, marketing, public relations, graphic design, or related fields.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License.

PHYSICAL DEMANDS

Must be able to work in a standard office setting and use standard office equipment, including a computer, to operate a motor vehicle and to visit various Authority 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 may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter 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 weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may be required to travel to Authority field sites where exposure to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, and mechanical and/or electrical hazards are possible.

Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

EFFECTIVE: July 2023
REVISED: N/A
FLSA: Exempt
FORM 700: No