

City of Portland

**CLASS SPECIFICATION**  
**MULTIMEDIA SPECIALIST**

**[CLASS CODE]**

**[ESTABLISHED DATE]**

**CLASSIFICATION SUMMARY**

Reports to a Supervisor, Manager, or other supervisory- or management-level position. Under general supervision, advises on, develops, and produces a variety of visual materials for trainings, presentations, community outreach, and other external communications.

Responsibilities include: developing, producing, and editing media presentations and educational media programs including video, photography, print media, and e-learning modules, using specialized multi-media equipment; maintaining a video library; managing technologies used for training and informational presentations utilizing a full spectrum of pre- and post-production activities.

**DISTINGUISHING CHARACTERISTICS**

The Multimedia Specialist is a distinct classification that independently performs multimedia production assignments for a range of training, informational, and communication purposes.

**ESSENTIAL FUNCTIONS**

Depending on the assignment, the incumbent may perform a combination of some or all of the following duties, and perform related duties as assigned.

General Duties:

1. Lead the production and development of training and educational videos, or other media, from original concept to completed project; conduct background research to evaluate client needs and advise on appropriate media; interview content experts; design and write content outline or script; rehearse actors; shoot and direct the work of talent; perform post-production editing, including incorporation of computer generated graphics and effects; deliver finished product to client.
2. Design and revise posters, brochures, handouts, displays, maps, and forms.
3. Administer the roll call video process; prepare lesson plan to accompany training video; duplicate, label, package, and distribute videos and lesson plans to the Bureau/Office.
4. Receive, evaluate, and prioritize requests for video productions and other audiovisual services; provide outline of project and estimated date of delivery; manage resources and provide services within budget.
5. Interview content experts; design and write content outline or script; rehearse actors; shoot and direct the work of talent; obtain the required media components, original or stock, through photography, film, and graphical design; perform post-production editing, including incorporation of computer generated graphics and effects; deliver finished product to client.
6. Manage and troubleshoot audiovisual technologies used in classroom and other presentation settings; set-up presentation systems for seminars, meetings, and events; perform routine maintenance on audiovisual technologies and equipment.
7. Research and study trends in audiovisual technologies; attend conferences; evaluate new systems and recommend equipment for replacement or upgrade.
8. Lead the production and development of photographic art; photograph Bureau/Office specific activities and events; process and edit all multimedia images from original concept to completed

project; use image editing software to enhance and prepare photographs; create camera-ready art for displays, presentations, publication, information sharing, and official identification.

9. Maintain media library; duplicate and distribute content; convert files for compatibility; research technology for both short- and long-term storage of media archives.
10. Coordinate schedules for project execution with staff and external vendors.

### **SUPERVISION RECEIVED AND EXERCISED**

The work of this classification is performed under the general supervision by a Supervisor, Manager or other supervisory- or management-level position.

This classification has no supervisory responsibilities.

### **KNOWLEDGE/SKILLS/ABILITIES REQUIRED**

1. Knowledge of principles, practices, techniques, equipment, and software for television, video, and audio production, direction, and development; sound and video recording and editing; visual and lighting design; digital and analog photography; related media and design technologies; concept development and script writing.
2. Knowledge of and ability to use software for image and film editing and design; development of computer-generated graphics and digital special effects; digital file formatting, converting, and compression.
3. Knowledge of principles, practices, techniques, and software related to photography, including camera and peripherals operations, lighting, subject presentation, and photography editing software.
4. Knowledge of communications theory for adult learning, education, and program development.
5. Ability to produce videos; write scripts for targeted purposes and audiences; direct, film, and conduct post-production activities.
6. Ability to obtain information to identify Bureau/Office training and information needs, establish program objectives, and develop programming.
7. Ability to operate a wide variety of video production and audio equipment such as video cameras and recorders, lighting kits, audio accessories, digital effects, and studio editing equipment.
8. Ability to operate, direct the use of, and maintain standard and digitized camera, sound, and video systems, and related media, including set-up, studio or remote site usage, and troubleshooting equipment and software.
9. Ability to interpret client needs and apply knowledge of graphic design, photography, videography, and writing styles to conceptualize and develop visual materials for varied audiences.
10. Ability to establish and maintain effective working relationships with those contacted in the course of work.

### **MINIMUM QUALIFICATIONS REQUIRED**

Any combination of education and experience that is equivalent to the following minimum qualifications is acceptable.

**Education/Training:** High school diploma or GED and coursework from an accredited college or university in communication, media arts, writing for the media, feature film lighting, directing actors, multimedia authoring, video production, or a related field;

AND

**Experience:** Three (3) years of experience in video or multimedia development and production setting.

**Special Requirements and/or Qualifications:**

A valid state driver's license.

**Preferred Qualifications:**

Bachelor's degree from an accredited college or university with major course work in communication, media arts, writing for the media, video production, or a related field.

Minimum Salary: xxxxx per [pay period, month, annual]

Maximum Salary: yyyyy per [pay period, month, annual]

Bargaining Unit: Non-represented

FLSA Status: Non-Exempt

HISTORY

Revision Dates: