



Job Title: Multimedia Content Developer

CLASSIFICATION DESCRIPTION

Department: Varied
Pay Grade: 108
FLSA Status: Exempt
Remote Work Eligible: Yes

JOB SUMMARY

This position produces marketing and communications collateral for use in printed and/or online marketing and communications efforts. Responsibilities may include: researching; drafting; proofreading and editing written materials; designing graphics; coordinating photo shoots; and uploading and organizing photographs.

DISTINGUISHING CHARACTERISTICS

Eligible to work remotely.

ESSENTIAL JOB FUNCTIONS

- Consults with departments to determine desired marketing and communication goals; executes marketing and communication plans, projects, and strategies including viral marketing and social networking strategies.
- Creates or procures images for publications.
- Writes, edits, and proofreads publications, web content, blogs, feature stories and communication materials, which include: assigning writers; editing content; choosing cover concepts, artwork, graphic designs, and printing quantities; coordinating photo-shoots; and ensuring content meets established design criteria.
- Manages project workflow which includes prioritizing project needs, determining work assignments, and ensuring Department efficiency.
- Writes copy for online marketing, media ads, brochures, booklets, flyers, and other information to promote the various College programs, activities, and opportunities;
- Researches and produces marketing collateral and messaging for specific audiences including prospective students, currently enrolled students, community members, and employees.
- Ghostwrites for College President – speeches, communications, editorial pieces and quotes.
- Conducts research and gathers content for special projects.
- Creates ad content for newspapers, radio, etc.

- Uses sophisticated content management software for website edits and customer relations management software to create and edit landing pages and email communications to support strategic marketing initiatives.
- Attends meetings for the planning and updates of the marketing collateral; presents and communicates content ideas to the stakeholders.
- Monitors trends in marketing and promotion.
- Assists in the compilation and monitoring of analytics for certain communication projects.
- Contributes to public-facing calendar and provides access and training to new users.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's degree in mass communications, public relations, or in a related field to assigned area; two (2) years of related work experience in the mass media/mass communications, public information, web design, or a related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Marketing principles and practices;
- Project management principles;
- Publications development techniques and practices;
- Proper use of the English language;
- AP writing style;
- Customer service principles;
- Researching principles;
- Basic training principles; and
- Computers and related software applications.

Skills in:

- Developing and implementing marketing and communication plans;
- Organizing;
- Providing customer service;
- Managing and coordinating the preparation and publication of a variety of marketing, promotional, and/or communication materials;
- Preparing clear and concise marketing and communication materials;
- Designing concepts for publications and website content;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees; coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Manage multiple simultaneous projects.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

N/A.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.		Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>X</u>	Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

TYPE OF WORK

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

- Heavy work:* Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work:* Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights and weekends.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.

St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.