



Job Title: Multimedia Services Specialist

CLASSIFICATION DESCRIPTION

Department: Marketing and Strategic Communications

Pay Grade: 104

FLSA Status: Non-exempt

Remote Work Eligible: No

JOB SUMMARY

This position assists in all aspects of television programming and video production. Responsibilities may include: developing, shooting and editing promotional and academic program content; operating video equipment and automated playback devices; developing and programming master control software weekly schedules with pre-recorded and live content; monitoring channel signal for quality assurance; working with cable outlets to provide accurate TV guide information; and developing of underwriting/sponsorship opportunities of programming. This position may also support CRM system administration, contact management, and SPC Marketplace.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Meets and confers with applicable internal departments in support of multi-media, telecommunications, and/or audio-visual efforts; selects appropriate technical approaches, equipment, and accessories required to complete assigned projects.
- Prepares for production of videos for the College including the planning, scripting, interview questions, graphics, cover video, and video gear needed to complete the project before deadline.
- Produces videos and radio ads for the College that drive enrollment, help student retainment, provide information on College events and programs, as well as videos that provide internal communications for staff and faculty.
- Prepares, edits, broadcasts, and shoots a variety of multi-media productions, which includes: operating video equipment and automated playback devices; developing and programming master control software weekly schedules with pre-recorded and live content; monitoring channel signals for quality assurance; working with cable outlets to provide accurate TV guide information; and developing underwriting/sponsorship opportunities of programming.

- Ensures completed projects have correct edits, proper sound bites, music, audio levels, corrected coloring, and have been approved by requested department heads, supervisors, and managers.
- Installs, maintains, troubleshoots, and repairs applicable multi-media and/or audio-visual equipment such as cameras/microphones/lights/batteries/tripods/ lenses; transports and sets up equipment; prepares audio and field equipment for shoots and broadcasts; and performs related duties.
- Prepares and maintains a variety of operational records and files including purchase orders, print shop chargebacks, receivers for vendor payment, and budget reports.
- Obtains and maintains quotes from vendors for jobs usually based on lowest price; acts as a liaison with internal and external stakeholders.
- Provides instruction on the proper use of audio/visual equipment.
- May support CRM system administration; prepare, review, code, map, and upload contact lists; perform deduplication/merge processes; review data application processes; respond to end-user requests; performs basic data and platform maintenance; and support other CRM marketing activities.
- May manage print queue and operate printers and binding equipment to fulfill print shop orders.
- Provides support on projects including graphic design requests and print jobs.
- Prepares a variety of reports related to operations and/or other related activities.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Associate degree in a related field; two (2) years of related work experience utilizing broadcast equipment; 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:

- Customer service principles;
- Video production and editing techniques;
- Recordkeeping principles;
- Basic training principles; and
- Computers and related software applications.

Skills in:

- Recording and editing videos;
- Providing customer service;
- Preparing operational records;
- Providing training to end-users;
- 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:

- Communicate technical information to a non-technical audience.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Valid Florida Driver's License.

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.	<u>X</u>	Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	<u>X</u>
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	<u>X</u>
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.	<u>X</u>	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.	<u>X</u>	Standing – for sustained periods of time.	<u>X</u>
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.	<u>X</u>
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.	<u>X</u>	Talking 2 – shouting to be heard above ambient noise.	<u>X</u>
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.	<u>X</u>	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.	<u>X</u>	Visual Acuity 4 – operate motor vehicles/heavy equipment.	<u>X</u>
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.	<u>X</u>
Pulling – use upper extremities to exert force, haul or tug.	<u>X</u>	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 may involve some travel.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

May be subjected to electrical currents, dusts, extreme temperatures, work space restrictions, and intense noise.

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.