

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2025**

MULTIMEDIA SPECIALIST

FLSA STATUS: EXEMPT – PAY GRADE: 17 - C

**JOB FAMILY: MULTIMEDIA & CREATIVE/GRAPHIC DESIGN
JOB FUNCTION: COMMUNICATIONS**

GENERAL STATEMENT OF JOB

The Multimedia Specialist conceptualizes, designs and executes a wide range of multi- and traditional media (including still, motion, graphic, video, sound, and text) that supports the institution's educational, marketing, and enrollment goals. This role collaborates with faculty, instructional designers, and marketing and communication staff to create engaging media and design assets, support in-person events and video productions, and uphold the college's visual identity and brand standards.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES *(depending upon assignment)*

Creates high-quality multimedia assets including video, audio, graphics, photography, print materials and web-based content to support educational, marketing, and enrollment initiatives.

Conceptualizes and designs visual content such as fliers, banners, digital ads, catalogs, brochures, playbills and branded graphics that align with the college's identity and communication goals.

Plans, shoots, and edits photography and video for use in digital campaigns, social media, instructional materials, and college events.

Works with instructional designers, marketing and communication staff, faculty, and administrators to ensure multimedia content meets instructional and brand and style objectives.

Sets up and manages audiovisual equipment for college events, including live streaming and recording for internal and external audiences.

Tests and reviews multimedia and web content to ensure compliance with federal accessibility standards and inclusive design practices.

Applies and advises on the college's visual identity, including color palettes, typography, and design elements across all media.

Develops and tests multimedia frameworks and global styles within the learning management system (LMS) to enhance user experience and accessibility.

Supports communications functions and activities in support of all FSCJ students.

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Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator or designee.

SUPERVISION EXERCISED

May act in a lead capacity directing support staff as assigned.

MINIMUM QUALIFICATIONS

High school diploma or high school equivalency and two (2) years of related experience.

PREFERRED QUALIFICATIONS

Associate's degree from a regionally accredited institution supplemented by demonstrated portfolio showcasing proficiency in computer-based multimedia production including digital video editing and graphic design and five (5) years of experience in media production and demonstrated ability to working across multiple platforms including both Windows and MacOS environments.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Some tasks involve frequent walking, standing; some lifting and carrying objects of moderate weight (12-20 pounds); and/or the operation of vehicles, office, shop, or hand tools in which manipulative skills and hand eye coordination are important ingredients of safe and/or productive operations.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

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Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with staff, students, co-workers and supervisors.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; and to utilize college algebra.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in operating computer-based multimedia equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of computer-based multimedia equipment and machinery, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions but may require exposure to extreme heat/cold or extreme weather conditions.

Effective: 10/02

Revised: 10/02; 8/05; 7/30/25