

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2026**

**MULTIMEDIA CONTENT DEVELOPER**

**FLSA STATUS: NON-EXEMPT - PAY GRADE: 18 -C**

**JOB FAMILY: INFORMATION TECHNOLOGY JOB FUNCTION: BUSINESS SERVICES**

**GENERAL STATEMENT OF JOB**

The Multimedia Content Developer creates and delivers high-quality video and multimedia content in support of the College's instructional, communications, and engagement initiatives. This position plans, records, edits, and assembles video and multimedia projects while applying best practices in visual storytelling, accessibility, and brand standards. The Multimedia Content Developer collaborates with faculty, staff, and project stakeholders to translate objectives into effective visual content and provides technical support for studio, on-location, and live-streamed productions.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Edits video projects using professional video editing software by selecting appropriate pacing, structure, transitions, and visual treatments to meet project goals and quality standards.

Records video and audio for instructional, promotional, and institutional projects, including studio and on-location productions

Creates still graphics, lower thirds, and basic motion graphics to support video content.

Collaborates with faculty, staff, and project sponsors to conceptualize multimedia projects and recommends creative approaches aligned with intended outcomes.

Serves as a creative and technical contributor to multimedia projects by providing input on visual storytelling, production methods, and technical execution.

Performs pre-production tasks such as developing shot lists, basic storyboards, and production plans.

Records and edits voiceover audio by selecting appropriate recording techniques, tone, and delivery style to enhance clarity and messaging.

Provides technical support for live streaming and event video coverage, including camera operation, audio support, and production setup.

Applies responsible and appropriate use of emerging tools, including AI-assisted media assets, to improve production efficiency while adhering to ethical, legal, and brand standards.

Maintains working knowledge of current multimedia technologies, software, and industry trends to support evolving production needs.

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Provides multimedia production and visual communication support across the College to support students, staff, and faculty

Performs other related duties, as required.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

None.

### **MINIMUM QUALIFICATIONS**

Associate's degree from a regionally accredited institution and three (3) years of videography and editing experience using professional production tools or software.

### **PREFERRED QUALIFICATIONS**

Experience supporting live-streamed events, studio productions, graphics/visuals, or instructional media; familiarity with captioning, accessibility requirements, or institutional brand standards; or demonstrated proficiency with multimedia production workflows in a higher education setting.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Tasks may require extended periods of time at a keyboard or workstation. Must be able to exert twenty to fifty (20-50) pounds of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Physical demands are in excess of sedentary work.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

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

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect

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data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

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

**Numerical Aptitude**: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**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 accurately in operating modern office equipment and machinery.

**Manual Dexterity**: Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination**: May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament**: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of 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).

**Environmental Requirements**: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

**Effective**: 4/24/2026