

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2024**

E-LEARNING MULTIMEDIA/GRAPHIC DESIGNER

FLSA STATUS: EXEMPT – PAY GRADE: 20 - P

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

GENERAL STATEMENT OF JOB

The E-Learning Multimedia/Graphic Designer designs, develops, and delivers digital learning content through the creation of multimedia assets for online courses. This position uses various multimedia and interactive tools and educational technologies to enhance the online learning experience and maintains the department's multimedia assets.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Designs and develops custom multimedia assets such as bespoke web development, video, audio, and graphics to enhance the learning experience within the Learning Management System (LMS).

Performs video filming and photography shooting sessions to develop high-quality and accessible instructional and learning materials.

Consults with instructional designers, subject matter experts, and administration on complex projects such as video production and custom web development.

Utilizes creativity and technical skills to convey complex concepts effectively in a clear and engaging manner.

Coordinates with instructional designers to ensure multimedia content accuracy and relevance.

Conducts reviews of course developments to ensure department standards are met.

Ensures all digital learning content meets accessibility standards and guidelines to provide an inclusive learning experience for all students, including testing educational programs and applications.

Researches best practices in learning content design, new tools and methods, and educational technologies for potential improvements for online courses.

Organizes, administers, and maintains CeL-developed courses within the College's LMS and all the CeL multimedia assets.

Performs other related duties, as required.

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SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

May act in a lead capacity and direct technical and/or creative staff, vendors/consultants, and student interns, as assigned.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution in a related field supplemented by three (3) years of related work experience or an Associate's degree from a regionally accredited institution in multimedia, graphic arts, or related field supplemented by five (5) years of related work experience.

PREFERRED QUALIFICATIONS

Master's degree from a regionally accredited institution in Multimedia Design, Communications Design, Digital Media, or a related field. Experience in Distance Learning in a higher education setting. Experience in designing, modifying, developing, writing, and implementing multimedia applications; visual web design and multimedia production; and learning management system administration. Experience communicating technical issues with non-technical College staff. Experience with Learning Management Systems; Adobe Captivate, Adobe Audition, Avid Media Composer, Adobe Light Room, Final Draft and/or other animating software products.

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.

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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.

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: 10/11, 1/28/22

Revised: 4/4/24