

**JOB TITLE:** Multimedia Specialist

**DEPARTMENT:** External Relations

**LOCATION:** Union Campus

**REPORTS TO:** Director, Communications & Marketing

**FLSA:** Non-Exempt

**LEVEL:** 104

**DATE:** 5/3/21; 8/24/15

**POSITION SUMMARY:** Support the Director with the day-to-day operation of the External Relations department; produce marketing publications and documents, advertisements, etc. needed to promote the College, the ECC Foundation, and their missions.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:** *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Completion of Associate degree; two years related experience

**ESSENTIAL TASKS:** *(The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job)*

- Manage publication projects from planning stage to final completion for internal and external distribution.
- Respond to inquiries from employees and the public, screening and directing individuals as appropriate.
- Produce College materials including the College schedules, viewbooks, brochures, flyers, programs, postcards, newsletters, reports, signage, advertisements, annual report, as well as social media and web images using appropriate equipment and software.
- Produce Foundation publications including annual reports, invitations, RSVP cards, envelopes, newsletters, programs, letterhead and membership cards using appropriate equipment and software.
- Edit marketing material for spelling and grammar
- Produce, write and edit video profiles featuring students, employees, alumni and academic programs.
- Assist the Public Relations Director in the arrangement for receptions or special events.
- Serve on College committees as requested.
- Create designs, concepts and layouts based on knowledge of layout principles and esthetic design and then prepare such for print or media application.
- Create graphs, charts, images and symbols and use them, along with other components, to create a coherent message.
- Determine size and arrangement of illustrative material and copy, and select appropriate style and size of type to convey message, solid understanding of color, line, composition and design
- Write in a clear, concise manner; proofread materials to ensure accuracy; use appropriate proofreader's marks when editing;
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty and the general public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).
- Perform assigned responsibilities, and other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

**KNOWLEDGE, SKILLS, and ABILITIES:**

Knowledge of department and college policies, procedures, and practices with the ability to answer work-related questions; and/or interpret and apply these guidelines correctly in various situations; knowledge and experience working with the full Adobe Creative Suite, knowledge of the Family Educational Rights and Privacy Act (FERPA); ability to devise or modify methods or processes to solve specific problems; ability to manage multiple projects and to work under time pressures to meet established deadlines; ability to handle confidential material judiciously; ability to work effectively in a busy environment with frequent interruptions; some knowledge to troubleshoot minimal technical issues; excellent customer service skills; detailed-oriented and accurate; knowledge and experience of marketing trends.

**LEADERSHIP and COMMUNICATION SKILLS:**

Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty, vendors and the general public; communicate to convey or exchange general work-related information or service to internal or external customers; ability to make routine work decisions independently and perform duties using perceptive judgment and discretion; ability to establish and maintain effective working relationships with employees at all levels and with diverse student populations; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; effective telephone and customer service skills.

**DECISION-MAKING and ANALYTICAL SKILLS:**

Exercise independent judgment within the scope of assigned authority; may be responsible for providing information to those who depend on a service or product; adhere to college and department policies, procedures, and practices; follow technical instructions, procedure manuals, and charts to solve practical problems; and/or ensure compliance with clear guidelines and standards; perform job duties in a safe and efficient manner.

**EQUIPMENT/SOFTWARE:** Proficient in Adobe Illustrator, Adobe InDesign, Adobe PhotoShop, Microsoft Office (Excel, Word, Powerpoint); Pages; Keynote; utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Datatel; office machines such as telephones, fax machines, or copiers; basic photography knowledge, operation of a digital SLR camera.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull up to 10 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**POSITIONS SUPERVISED:** None

**SIGNATURES:** *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

I have read and reviewed the above job description with my immediate supervisor. This job description has been designed to indicate the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required for the job.

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Employee Signature/Date

**NOTICE OF NON-DISCRIMINATION:** *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6712. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*