

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



MULTIMEDIA SPECIALIST

JOB CODE: 30272	PAY GRADE: 57	PAY RANGE: \$56,817 - \$82,385
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GENERAL DESCRIPTION

Under the general direction of the Senior Multimedia Specialist, the main focus of this position is to serve as a creative advisor involved in the design and production of a variety of print and multimedia products, including photo, video and interactive materials. Work is reviewed through observation and results obtained.

SUPERVISES OTHERS: No

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Produces graphic design and multimedia related material to convey or promote Sheriff's Office programs, events and news
- Plans and facilitates studio and field-based video production work for various internal and external audiences
- Operates audio-visual and studio equipment including cameras, teleprompters, lighting equipment, and audio equipment
- Performs video and audio post-production tasks, which includes reviewing footage, applying edits, computer graphics, special effects, music, sound design, and color treatment in accordance with the clients preferences
- Supports the social media specialist in publishing, organizing, and optimizing media on social media and other multimedia hosting platforms
- Assists Information Technology Bureau in the design and maintenance of the agency's internal and external websites; social media accounts; establishes contacts within the agency to develop information for websites and informational materials
- Maintains and manages inventory of equipment and supplies
- Maintains working knowledge of multimedia industry trends and techniques and establishes professional contacts within the industry
- Collaborates with agency members in the creation of print and electronic informational materials
- Photographs or films agency ceremonies, special events, and presentations
- Regular and reliable attendance is required as an essential function of the position
- This position may be considered essential and, in the event of an emergency or natural disaster, may be required to report to work
- Participates in Sheriff's Office recruitment and community relations activities as directed



- This list is not intended to be all-inclusive and you may not be responsible for every item listed. The employer reserves the right to assign additional functions and responsibilities as necessary

QUALIFICATIONS

- Graduation from an accredited college or university with an Associate Degree in Digital Media, Digital Arts & Design, Graphic Design, Web Design & Development, Visual Arts & Design, Video Production, Video Science or related field
- Two (2) years' related experience in design technology and application
- Through work history, must demonstrate experience with Adobe Creative Cloud, DSLR cameras, and various photo/graphic editing equipment/software
- Working knowledge of website design and development, including CSS, HTML, ASP.NET
- Or equivalent combination of education and experience
- A writing sample will be required to assess above average writing skills
- Must possess a valid Florida driver's license

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of graphics design, video and computer graphics programs to create and design print and multimedia materials and edit video, as well as provide design input and material for the agency's internal and external websites
- Knowledge of and skill in website design and maintenance, and the ability to assist and collaborate with personnel in the Information Technology Bureau in the design and maintenance of agency websites
- Knowledge of accepted industry standards in photography and videography and the programs best suited for the job
- Ability to manage the progress of assigned projects in an organized and independent fashion without requiring close supervision while meeting established deadlines and often on short notice
- Ability to design and develop finished products with little more than basic information from the in-house "customers" while creating such informational materials to meet established deadlines and often on short notice
- Digital photo and video editing skills
- Communication skills, both orally and written, to articulate design concepts and proposals, and complete work responsibilities in every facet of position's workload
- Ability to operate a production-level printer, cutter, and folder
- Ability to create copy for stories and graphics
- Ability to perform all functions of the job classification without posing a direct threat to the health or safety of other individuals in the workplace



PHYSICAL ABILITIES

The physical abilities listed below are requirements to perform the essential functions and responsibilities.

- Sit up to 5 hours per day
- Stand up to 1 hour per day
- Walk up to 1 hour per day
- Drive up to 1 hour per day
- Occasionally lift up to 10 lbs.
- Occasionally bend, reach and twist