

Pinellas County Sheriff's Office

"Leading The Way For A Safer Pinellas"



SENIOR GRAPHICS/MULTIMEDIA SPECIALIST

JOB CODE: 61040	PAY GRADE: 17	PAY RANGE: \$51,636 - \$82,617
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GENERAL DESCRIPTION

Under the supervision of Communications and Public Education Manager, the main focus of this position is to serve as the primary creative advisor involved in the design of a variety of print and multimedia products, including photo, video, and interactive materials. Oversees and supervises ongoing graphic and video projects, evaluates incoming requests, and assigns them to the Graphics/Multimedia and Audio-Visual/Multimedia Specialist(s). The position also works with the Information Technology Bureau in the design and management of the agency websites. Work is reviewed through observation and results obtained.

SUPERVISES OTHERS: Yes

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Responsible for their subordinates' welfare and care, individual training in the conduct of their duties, and mentoring;
- Reviews subordinates' work performance, conducts open and honest performance counseling, appraisals, and evaluated conditions of performance, initiates corrective action/or disciplinary action as necessary;
- Ensure subordinates meet agency standard in personal appearance, maintains and accounts for materials and agency materials as prescribed by Sheriff's Office policy, special, or General Orders and Standard Operating Procedures (SOPs).
- Actively monitors workload of the Graphics/Multimedia and Audio-Visual/Multimedia Specialist(s), evaluates incoming requests for graphics, and assigns them based on workload or expertise.
- Reviews work of the Graphics/Multimedia and Audio-Visual/Multimedia Specialist(s) and submits to the Communications and Public Education Manager.
- Produces graphic design and multi-media related material to convey or promote Sheriff's Office programs, events, and news;
- Assists 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 a working knowledge of multimedia industry trends and techniques and establishes professional contacts within the industry;
- Collaborates with agency staff in the creation of print and electronic informational materials;
- Photographs agency's ceremonies and presentations;

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- Assists in training personnel
- Participates in Sheriff's Office recruitment and community relations activities as directed.

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 work.

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's Degree in Digital Media, Digital Arts & Design, Graphic Design, Web Design & Development, Visual Arts & Design or related field AND four (4) years' related experience in design technology and application, OR
- High School graduation or equivalent diploma from an institution accredited by an accrediting body recognized by the U. S. Dept. of Education or licensed as a degree granting institution by the Commission for Independent Education AND four (4) 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
- Through work history, must demonstrate extensive project management experience
- 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 and computer graphics programs to create and design print and multimedia materials, 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 Information Technology Bureau in the design and maintenance of agency websites
- Knowledge of accepted industry standards in photography and the programs best suited for the job
- Ability to supervise staff
- 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
- Photography and digital photo editing skills
- Communication skills, both verbal 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 8 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, or twist