

**LAKE COUNTY
POSITION DESCRIPTION**

TITLE: MULTI MEDIA COORDINATOR

SPEC CODE: 1637

Note: This specification was created with information from the original job description and the Job Analysis Questionnaire.

DUTIES

GENERAL DESCRIPTION

The general function of this position within the organization is to perform moderately complex work related to managing multi-media communication activities and materials (including LCTV, video, graphic design, and website content) in support of the communications function for Lake County government. This is a highly creative leadership position responsible for managing Lake County's government access cable channel (LCTV), the production of all video programming and digital content for various communication platforms and assists on special communications projects as needed. This position supervises staff and is under general direction.

PRIMARY DUTIES: *This list represents the essential functions performed by the position. Employees may be assigned additional duties by management as required.*

Supervise the day-to-day activities of the Multi-Media Specialist, part-time Communications/Website Specialist and part-time LCTV Videographer

Provides leadership, direction and training to team members and approves all video content ensuring it adheres to Lake County policy and procedures, and meets quality control standards.

Coordinates all electronic media and digital content for LCTV, the website, and social media.

Graphic Design

Creates and designs various resources and promotional materials, (i.e.: fliers, brochures, signs, logos, newsletters, publications) using Adobe Illustrator, Adobe Photoshop and Adobe InDesign

Provides departments with support and recommendations related to graphics, digital media, and video production

Conducts research and develops others creative materials and content

Web Design and Digital Content

Plans and manages content on County website, (i.e.: coordinates information and presentation; creates, coordinates, integrates and uploads photographs and images, videos, and other content using Microsoft Sharepoint)

Develops creative and innovative strategies incorporating new technology and trends while leveraging existing resources in order to communicate Lake County's messages in the most effective manner

MULTI MEDIA COORDINATOR

Strategically integrates digital content for the website, social media and other platforms (Twitter, Facebook, YouTube)

Responsible for website administration including assigning page and module permissions, tracking and analyzing site and accessibility, maintain enterprise portions of the website, including layout changes

Responsible for escalating technical issues to vendor; maintaining enterprise portions of website including layout changes/updates

Video Production

Creates, coordinates, and produces video production for LCTV and the website, including planning, script-writing, set/lighting design, pre- and post-production activities, editing, graphics, using Adobe Premiere and Adobe Encore.

Creates complex video animations and special effects using Adobe After Effects

Directs/assists with live broadcasts, including County Board meetings (i.e.: controls remote cameras, audio equipment; ensures quality technical operation of all recording and broadcasting equipment)

Operates audio and video equipment such as, but not limited to, television cameras, switchers, microphones, audio mixers, videotape recorders/players, edit controllers, character generators and lighting instruments.

Coordinates the maintenance of broadcast/digital media equipment and ensures equipment is in proper working order

Responds to citizen inquiries/complaints regarding problems with cable and serves as liaison between Lake County and the cable company.

All other related duties as assigned. May occasionally be required to work outside of regular business hours.

GENERAL RESPONSIBILITIES AND REQUIREMENTS

DATA RESPONSIBILITY: *“Data Responsibility” refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.*

Gathers, organizes, analyzes, examines, or evaluates data or information.

PEOPLE RESPONSIBILITY: *“People Responsibility” refers to individuals who have contact with or are influenced by the position.*

Gives information, guidance, or assistance to people which directly facilitates task accomplishment; may give instructions or assignments to helpers or assistants

ASSETS RESPONSIBILITY: *“Assets Responsibility” refers to the responsibility for achieving economies or preventing loss within the organization.*

Has responsibility and opportunity for achieving moderate economies and/or preventing moderate losses through the management of a small division; handling supplies of high value or moderate amounts of money consistent with the operation of a small division.

MATHEMATICAL REQUIREMENTS: *“Mathematics” deals with quantities, magnitudes, and forms and their relationships and attributes by the use of numbers and symbols.*

Uses addition and subtraction, multiplication and division, and/or and calculate ratios, rates and percents

COMMUNICATIONS REQUIREMENTS: *“Communications” involves the ability to read, write, and speak.*

Reads technical instructions, procedures manuals, and charts to solve practical problems such as assembly instruction for tools, routine office equipment operating instructions, and methods and procedures for investigations, and in drawing and layout work; compose routine reports and specialized reports, forms, and business letters, with proper format.

COMPLEXITY OF WORK: *“Complexity of Work” addresses the analysis, initiative, ingenuity, creativity, and concentration required by the position and the presence of any unusual pressures.*

Performs coordinating work involving guidelines and rules with constant problem solving; requires continuous, close attention for accurate results or frequent exposure to unusual pressure.

IMPACT OF DECISIONS: *“Impact of Decisions” refers to consequences such as damage to property, loss of data or property, exposure of the organization to legal liability, or injury or death to individuals.*

MULTI MEDIA COORDINATOR

Makes decisions with moderately serious impact – affects work unit and may affect other units or citizens or loss of life could occur but probability is low.

EQUIPMENT USAGE: *“Equipment Usage” refers to inanimate objects such as substances, materials, machines, tools, equipment, work aids, or products. A thing is tangible and has shape, form, and other physical characteristics.*

Handles or uses machines, tools, equipment or work aids involving moderate latitude for judgment regarding attainment of a standard or in selecting appropriate items.

SAFETY OF OTHERS: *“Safety of Others” refers to the responsibility for other people’s safety, either inherent in the job or to assure the safety of the general public.*

Requires some responsibility for safety and health of others and/or for occasional enforcement of the standards of public safety or health.

EDUCATION AND EXPERIENCE REQUIREMENTS

EDUCATION REQUIREMENTS: *“Education Requirements” refers to job specific training and education required for entry into the position.*

Requires a bachelor's degree in Video Production or Graphic Arts, or will consider candidate with at least four years of multi-media experience.

LICENSES, CERTIFICATIONS, AND REGISTRATIONS REQUIRED: *“Licenses, Certifications, and Registrations” refers to professional, state, or federal licenses, certifications, or registrations required to enter the position.*

Requires possession of a valid driver’s license.

EXPERIENCE REQUIREMENTS: *“Experience Requirements” refers to the amount of work experience that is required for entry into the position that would result in reasonable expectation that the person can perform the tasks required by the position.*

Requires four years of related experience. Professional experience in video and digital media production; Candidate must show work samples demonstrating proficiency and use of video production, graphic design and website design.

Proficiency with video editing software including Adobe Premiere, Adobe After Effects, and Adobe Encore

Proficiency with graphic design software including Adobe Photoshop, Adobe InDesign, and Adobe Illustrator

Familiarity with basic HTML, Google Analytics and current web content management systems

Ability to plan, organize and prioritize work assignments, as well as communicate clearly and concisely, orally and in writing.

MULTI MEDIA COORDINATOR

Ability to exercise considerable initiative, ingenuity and independent judgment in the performance of the work assignments.

Ability to establish and maintain effective working relationships.

Ability to work effectively with public officials, co-workers, representatives from other County departments, other agencies, and the general public

AMERICANS WITH DISABILITIES REQUIREMENTS

PHYSICAL DEMANDS: *“Physical Demands” refers to the requirements for physical exertion and coordination of limb and body movement.*

Work requires physical strength and agility sufficient to safely perform all essential functions.

UNAVOIDABLE HAZARDS: *“Unavoidable Hazards” refers to unusual conditions in the work environment that may cause illness or injury.*

The position is exposed to bright/dim light; dusts and pollen; traffic; moving machinery; and electrical shock.

SENSORY (ADA) REQUIREMENTS: *“Sensory Requirements” refers to hearing, sight, touch, taste, and smell necessary to perform the tasks required by the position efficiently.*

The position requires normal visual acuity and field of vision, hearing, and speaking abilities.

AMERICANS WITH DISABILITIES ACT COMPLIANCE

Lake County is an Equal Opportunity Employer. ADA requires the County to provide adequate accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

**** FLSA Disclaimer: MAG consultants are not attorneys and do not offer legal opinions. The exemption status of any job classification should be reviewed by competent legal counsel.***