

**DIRECTOR OF MULTIMEDIA**  
**Job Description**

**CATEGORY:** ADMINISTRATIVE AND PROFESSIONAL  
**POSITION STATUS:** FULL-TIME  
**FLSA STATUS:** EXEMPT  
**SALARY CODE:** 14

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

**JOB SUMMARY**

Creates, develops, coordinates, implements and produces written, digital, video and photographic content for the College's website, print, and social media channels to support the marketing, advertising, public relations programs and community relations to ensure the College's community, regional, state, and national presence.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Coordinate and produce content for internal and external communications, a diverse array of print/electronic publications, web site, and social media initiatives.
- Compose correspondence, media messages, articles, press releases, announcements, presentations and other oral/written communications to meet the College's outreach needs.
- Identify and research story ideas from across the College, and produce content for delivery across multiple platforms.
- Interview students, faculty, staff, donors, alumni, and community members for use in story and advertising content.
- Develop and enhance a variety of communications materials that build positive relationships with internal and external College stakeholders.
- Write and edit stories, and other content, for the College's website, social media, newsletter, collateral materials, and reports.
- Create, shoot, edit and produce short videos with short timelines.
- Familiarity with video editing program Adobe Premiere Pro.
- Assess needs for audio and video equipment, hardware, software to enhance the College's in-house video production shop.
- Shoot digital photos at college-wide and community events to illustrate stories and videos, for use on social media platforms, collateral materials, marketing and advertising the College.
- Coordinate production schedules to ensure projects and assignments are delivered in a timely manner.
- Create and publish content across the College's multiple platforms.
- Design digital graphics, flyers, brochures, rack cards, posters, and logos for use college-wide.
- Cultivate individual relationships and partnerships that support the College's initiatives.
- Attend the workplace regularly, report to work punctually and follow a work schedule to keep up with the demands of the worksite.

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- Completes duties and responsibilities in compliance with college standards, policies and guidelines.
- Uses interpersonal skills and makes sound judgments to decide how duties and responsibilities are completed between coworkers, the supervisory chain, faculty, staff, students, and customers.
- Completes all required training and professional development sessions sponsored by the Texas Southmost College (TSC).
- Supports the values and institutional goals as defined in the College's Strategic Plan.
- Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
- Performs other duties as assigned.

#### **REQUIRED KNOWLEDGE AND SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A strong commitment to the mission of the community college.
- Demonstrated knowledge of principles, practices and ethics of public relations; print, electronic and miscellaneous media requirements for bilingual advertising and publicity; and graphic design, type and layout for publications.
- Demonstrated relevant experience producing multimedia content.
- Ability to create, shoot, and produce short, compelling videos.
- Basic proficiency in pre-production, production (e.g. lighting, audio), and post-production (e.g. editing, voiceover, video compression for web, graphics).
- Working knowledge of Adobe Premiere video editing program.
- Working knowledge of PC environments and technology trends in the marketing/public relations arena.
- Ability to supervise assigned staff and work within an established budget.
- Demonstrated excellent supervisory, administrative, communication, interpersonal and leadership skills.
- Ability to establish and maintain positive and effective working relationships with students, college employees and the public.
- Demonstrated organizational skills in handling, directing and prioritizing multiple and complex assignments and projects.
- Skill in working effectively in a team environment with a customer service focus.
- Ability to communicate with internal and external constituencies in a professional manner, including articulating the college's message with clarity and enthusiasm.
- Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to top management, public groups, and/or boards of directors.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the community.

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- Ability to work independently, manage and prioritize multiple tasks, meet deadlines and demonstrate excellent attention to detail.
- Ability to understand and synthesize complex materials in order to produce compelling content for a range of diverse audiences.
- Proficiency with use of e-mail, word processing, spreadsheet, database, and presentation software and use of the Internet.
- High level of energy and good sense of humor with the capacity for extraordinary time and effort demands.

#### **REQUIRED EDUCATION AND EXPERIENCE**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education and experience required.

- Bachelor's degree from an accredited college or university, with a concentration in Communications, Journalism, Visual/media arts, or related field.
- Minimum of five (5) years of progressively responsible administrative experience in communications, public relations or related field.
- Demonstrated experience in production of multimedia content, with examples of prior work.
- Excellent written and verbal communication skills, with experience writing and editing scripts, news and feature stories.
- Demonstrated experience in organizing, conceptualizing, and prioritizing objectives and managing a high volume of projects.

#### **PREFERRED EDUCATION AND EXPERIENCE**

- Extensive experience in video production, writing, graphic design, photography, and social media, with demonstrated people skills and expertise in planning, writing, editing, designing, production methods, and management.
- Experience working in a team-oriented environment with other content creators, designers, and editors.
- Knowledge of digital photography and ability to shoot images for multiple content platforms.
- Knowledge of Adobe Creative Suite and/or similar tools.
- Experience with content management systems, such as Word Press.

#### **CERTIFICATES AND LICENSURES**

- None required.

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**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand. The employee is occasionally required to walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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Notes:

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Are you able to perform these essential job functions with or without reasonable accommodation?

- Yes
- With Accommodations

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

HR Representative: \_\_\_\_\_ Date: \_\_\_\_\_

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## Posting Specific Questions

Required fields are indicated with an asterisk (\*).

1. \*How did you hear about this employment opportunity?
  - TSC Website
  - HigherEdJobs
  - Indeed
  - LinkedIn
  - Specialty Job Board
  - Facebook
  - Work-In-Texas/ Texas Workforce Commission
  - Job Fair
  - Personal Referral
2. \*Do you have a Bachelor's degree from an accredited college or university, with a concentration in Communications, Journalism, visual/media arts, or related field?
  - Yes
  - No
3. \*Do you have a minimum of five (5) years of progressively responsible administrative experience in communications, public relations or related field?
  - Yes
  - No
4. \*Do you have demonstrated experience in production of multimedia content, with examples of prior work?
  - Yes
  - No
5. \*Do you have excellent written and verbal communication skills, with experience writing and editing scripts, news and feature stories?
  - Yes
  - No
6. \*Do you have demonstrated experience in organizing, conceptualizing, and prioritizing objectives and managing a high volume of projects?
  - Yes
  - No
7. Do you have extensive experience in video production, writing, graphic design, photography, and social media, with demonstrated people skills and expertise in planning, writing, designing, production methods, and management?
  - Yes
  - No
8. Do you have experience working in a team-oriented environment with other content creators, designers, and editors?
  - Yes
  - No

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9. Do you have knowledge of digital photography and ability to shoot images for multiple content platforms?
- Yes
  - No
10. Do you have knowledge of Adobe Creative Suite and/or similar tools?
- Yes
  - No
11. Do you have experience with content management systems, such as Word Press?
- Yes
  - No