

Job Description

Job Title: Multimedia Specialist II
Code: 18648
Salary Grade: 59
FLSA Status: Exempt
Department/Division: University Communications and Marketing
Reports To: Multimedia Manager

Summary

- **Function:** To support University Communications and Marketing's strategic goals by producing and delivering compelling multimedia stories including, but not limited to, videography, photography, social media and website content.
- **Scope:** Responsible for contributing to department's multimedia strategy and executing that strategy through the creation and delivery of multimedia content that supports and elevates UTSA's brand, reputation and messaging.

Duties

- **Typical:**
 1. Produce and deliver compelling videography, photography and editorial content, within prescribed deadlines, to support university news channels, web pages and special projects
 2. Interact with university faculty, students, staff, alumni and other stakeholders to identify story leads and multimedia projects
 3. Develop an editorial plan including goals, strategies, tactics and budget to communicate the UTSA brand and its education, research and community outreach missions
 4. Create comprehensive videography and photography archives for use by media and university stakeholders
 5. Research social media trends and best practices; proactively contribute to department's social media strategy
 6. Regularly post and manage content on university's official social media channels that elevates the university's brand and reputation
 7. Monitor, analyze and report on Web and social media engagement
 8. Supervise work-studies, interns and student employees
 9. Perform other duties as assigned
- **Periodic:**
 1. Counsel UTSA faculty and staff on multimedia best practices and strategy

2. Work, as needed, outside of business hours, including evenings, holidays or weekends

Education

Required	Preferred
Bachelor's degree in journalism, communications, marketing, video production, graphic design, English or a related field	n/a

Other Requirements

Required	Preferred
Criminal Background Check (CBC)	Experience at a broadcast news station or higher education institution
Valid Class A driver's license	
An understanding of organizational branding and its importance	Experience in the development and implementation of web, multimedia or social media strategies, including the use of measurement and reporting tools
Knowledge of Web, multimedia and social media best practices and experience managing social media channels	
Exceptional research, writing and fact-checking skills	Working knowledge of desktop publishing, graphic design and website maintenance software/tools
Demonstrated ability to prioritize and work independently to meet prescribed deadlines	
Creativity	
	Spanish-speaking

Experience

Required	Preferred
Two years of video production, video journalism or closely related experience	Three years of video production, video journalism or closely related experience

Equipment

Required	Possible
Demonstrated experience in digital and photography equipment and software	n/a
Working knowledge of personal computers and standard office equipment	
Working knowledge of Adobe Creative Suite	

Working Conditions

Usual	Special
Works both indoors and outdoors at a variety of campus locations. Some off-campus work is	n/a

required.	
Must be able to lift and carry videography and photography equipment to complete assignments.	

Supervision

Received	Given
General supervision from supervisor	General supervision of support staff and student workers

Accuracy

Proficiency in all phases of the duties performed.

Security Sensitive

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

Internal Control

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.