

***Job Description***

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Job Title: Multimedia Specialist III  
Code: 18649  
Salary Grade: 60  
FLSA Status: Exempt  
Department/Division: University Communications and Marketing  
Reports To: Multimedia Manager

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***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. Assist in the development of a comprehensive digital content strategy that supports the university's brand, reputation and vision
  2. Develop an editorial plan including goals, strategies, tactics and budget to communicate the UTSA brand and its education, research and community outreach missions
  3. Produce and deliver compelling videography, photography and editorial content, within prescribed deadlines, to support UTSA's home page, landing pages, reputational web pages, news channels and special projects
  4. Provide creative, editorial and technical direction to peers and/or staff as needed to complete department's multimedia goals, projects and editorial plans
  5. Provide event-related social media support as needed
  6. Oversee comprehensive videography and photography archives for use by media and university stakeholders
  7. Research Web, multimedia and social media trends and best practices
  8. Regularly post and manage content on university's official social media channels that elevates the university's brand and reputation
  9. Monitor, analyze and report on Web and social media engagement
  10. Supervise work-studies, interns and student employees
  11. 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***

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

***Other Requirements***

<b>Required</b>	<b>Preferred</b>
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	Working knowledge of desktop publishing, graphic design and website maintenance software/tools  Spanish-speaking
Demonstrated experience in the development and implementation of Web, multimedia and social media strategies, including measurement and evaluation	
The ability to successfully and independently plan and manage projects at the strategic and operational levels, within prescribed deadlines	
Exceptional research, writing and fact-checking skills	
Exceptional judgment and creativity	

***Experience***

<b>Required</b>	<b>Preferred</b>
Four years of video production, video journalism or closely related experience	Five years of video production, video journalism or closely related experience

***Equipment***

<b>Required</b>	<b>Possible</b>
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***

<b>Usual</b>	<b>Special</b>
Works both indoors and outdoors at a variety of campus locations. Some off-campus work is required.	n/a
Must be able to lift and carry videography and photography equipment to complete assignments.	

***Supervision***

<b>Received</b>	<b>Given</b>
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.