

Job Description

Job Title: Multimedia Specialist I
Code: 18647
Salary Grade: 58
FLSA Status: Non-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 creating, delivering and archiving multimedia content that supports and elevates UTSA’s brand, reputation and messaging.

Duties

- **Typical:**
 1. Produce, deliver and archive 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 complete multimedia projects
 3. Organize and maintain comprehensive videography and photography archives for use by media and university stakeholders
 4. Research social media trends and best practices; proactively contribute to department’s social media strategy
 5. Regularly post and manage content on university’s official social media channels that elevates the university’s brand and reputation
 6. Monitor, analyze and report on social media engagement
 7. Perform other duties as assigned
- **Periodic:**
 1. 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)	An understanding of organizational branding and its importance
Valid Class A driver’s license	
Knowledge of Web, multimedia and social media best practices	Experience at a broadcast news station or higher education institution
Exceptional research, writing and fact-checking skills	Experience in the use of Web, multimedia and social media measurement and reporting tools
Demonstrated ability to prioritize and work independently to meet prescribed deadlines	Working knowledge of desktop publishing, graphic design and website maintenance software/tools
Creativity	Spanish-speaking

Experience

Required	Preferred
One year of video production, video journalism or closely related experience	Two 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 required.	n/a
Must be able to lift and carry videography and photography equipment to complete assignments.	

Supervision

Received	Given
General supervision from supervisor	n/a

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.