

North Florida College Job Description

Job Title: Visual Design and Multimedia Specialist
Department: College Advancement
Reports To: Director of College Advancement
FLSA Status: Exempt (Professional)
Prepared By: HR Department
Prepared Date: June 28, 2022
Approved By:
Revised Date:

SUMMARY

The Visual Design and Multimedia Specialist uses all forms of visual communications, design theory, and multimedia to promote, market, and further develop the college's mission, vision, and goals. The Specialist will assist in the design of new and update current print/digital marketing materials, with opportunities to support multimedia web, photo, and video projects. The Specialist will assist with content creation, with opportunities to interview, write, and communicate across all marketing mediums.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Below are listed the primary tasks identified for this position. The duties articulated though not exhaustive, indicate the majority of the functions assigned to this position. Other duties may be assigned based on institutional need.

1. Coordinate with the Coordinator of Marketing and Communications to maintain visual consistency with NFC's brand identity.
2. Assist with creation of new designs and update current marketing collateral used to promote the college's programs, initiatives, and special events: print advertisements (newspapers, magazines), collateral (flyers, posters, brochures), digital and online advertisements, exterior and interior signage across buildings and facilities, and effective, eye-catching social media posts for all platforms (Facebook, Twitter, Instagram, etc.).
3. Assists in fulfilling photography responsibilities: Takes photos using professional DSLR camera at events during and (occasionally) outside work hours; Select and edits photos for color, clarity, exposure; Maintain and update photo file records.
4. Coordinate with print and design vendors to meet deadlines: Place detailed orders for basic marketing collateral (flyers, posters, brochures); Review final proofs provided by print vendors.
5. Order specialty products like promotional items, interior and exterior signage, banners, etc.
6. Assistant in monitoring the usage of the NFC seal and logo and NFC photos in documents, presentations, and elsewhere to ensure representation is of the highest quality.
7. Assist with content creation, including conducting interviews, writing articles, press releases, etc. for the college's programs, initiatives, and special events.
8. Assist the Director of Marketing and Communications with purchase orders,

requisitions, and budget management directly related to the Specialists duties and responsibilities.

9. Assist the Recruitment Coordinator with recruitment events, presentations, processes, promotions, etc. as needed; travel within our service district may be required.
10. Serve as the first point of contact for departmental requests: internal, external, press, etc.

SUPERVISORY RESPONSIBILITIES

This job has supervisory responsibilities.

QUALIFICATIONS

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Knowledge of creative and visual design principles, such as negative space, alignment, margins and bleed, color coordination, and color space specifications.
2. Knowledge of desktop publishing techniques and practices, print layout and production and digital design.
3. Knowledge of photography techniques and practices
4. Knowledge of the principles and techniques of public relations, public information, mass communications, journalism, news reporting, editing, advertising, or marketing.
5. Ability to establish and maintain an effective working relationship with others.
6. Ability to follow through on assignments with attention to detail.
7. Ability to make independent judgement in the absence of supervisor.
8. Ability to maintain a courteous and professional demeanor while interacting with others.
9. Must be organized and manage multiple projects at once.
10. Must be a good steward of budgets and financial projections.
11. Must have a valid driver's license, proof of insurance, and reliable vehicle; use of vehicle may be required for local travel.

EDUCATION and/or EXPERIENCE

Associates degree and 3 (3) years related experience are required. A combination of education and experience, will be considered.

LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as gross expense, gross receipts, net expense and net revenues.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS

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 regularly required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee is occasionally required to stand, walk, and sit. 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 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 is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.