

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Multimedia Coordinator</u>
Sch.& Grade	<u>PAT-7</u>
Class Code	<u>CO25</u>
FLSA Status	<u>Non-exempt</u>
Bargain Unit Elig.	<u>AFSCME</u>
Occupational Group	<u>Public Information & Ed.</u>

PRIMARY PURPOSE:

To provide high-level design work on graphics-based software and desktop publishing systems for the Department of Public Information and other City departments. Provides direction for the visual and graphic design elements of City of Springfield informational and promotional materials for electronic and print media. Coordinates the design, implementation and maintenance of appropriate systems and equipment.

SUPERVISION:

Under the direct supervision of the Public Information Officer.

DESCRIPTION OF WORK:

ESSENTIAL FUNCTIONS:

1. Creates original and unique designs, graphics and concepts for electronic and print media, including displays for events.
2. Writes and designs informational pieces for the City of Springfield, including internal and external newsletters, brochures, flyers, etc.
3. Operates desktop publishing software relating to production and graphic design.
4. Helps review and coordinate the installation, repair, change, or removal of Macintosh computer hardware and non-linear editing software.
5. Occasionally works with external partner agencies to provide design guidance and assistance on print and electronic media projects.
6. Provides project management guidance and artistic direction for Graphic Production Assistant.
7. Assesses current design software for effectiveness and anticipates future systems needs, including consulting with users, researching alternatives and gathering information; recommends purchases.
8. Coordinates the resolution of hardware and software system problems, including contacting repair personnel when required.
9. Reads, studies and interprets technical manuals, design periodicals and other information relating to visual communications techniques.
10. Drives to off-site locations to perform support for functions such as ribbon cuttings and news conferences, and town meetings, etc.
11. Lifts, carries, grips and holds production/graphic equipment.

IMPORTANT FUNCTIONS:

1. Attends training, conferences, and seminars for professional development purposes and to maintain current knowledge of design techniques, evolving styles, etc.
2. Performs minor office administration tasks such as copying, filing, faxing, etc.

Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

Extensive knowledge of graphic design and pre-press production techniques (traditional and electronic); principles and procedures involved with electronic and print media; correct grammar, standard English usage, punctuation and spelling.

Abilities

Must possess writing and production skills for electronic and print media. Must have the ability to: think creatively and develop new or innovative designs and concepts; effectively operate a variety of types of word processing and desk top publishing software relating to production and graphic design; follow oral and written instructions; present an overall professional image; prepare clear and comprehensive reports; effectively welcome and embrace differences among employees and citizens; performs effectively as a member of the team in carrying out the City’s stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others.

Experience, Education, and Training

Graduation from an accredited college or university with a Bachelor’s degree in graphic design, communications, journalism, broadcasting or related field, supplemented by two years of responsible work experience in electronic and print media.

Physical Requirements

Perform bending, squatting, kneeling and reaching overhead,; must be able to climb stairs and ladders; must be able to hold and grip objects; must be able to lift and carry objects weighing 50 pounds; must be able to produce printed products for the designed quality, clarity and effect. Operates a computer keyboard and/or mouse.

Working Environment

Indoors with heating and cooling regulated in a general office environment; may work outside and therefore susceptible to extreme weather conditions.

Licensing/Certification

None required.

Miscellaneous Requirements

Must be able to provide transportation at any given time during assigned working hours. (NOTE: If incumbent drives a vehicle, must possess a valid Missouri Motor Vehicle Operator’s License and have appropriate insurance for privately owned vehicles.)

Last Revision:	February 13, 2012	GENERAL ORDINANCE NO. 4527
Comments:	Updated Abilities	Date: July 10, 1995

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____