



## MULTIMEDIA DESIGNER

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**Position Status:** Exempt  
**Reports To:** Media & Content Manager  
**Effective Date:** 08/27/19  
**Revised Date:**  
**Job Level:** P3

### POSITION SUMMARY

Under direction, this position:

1. Develops, implements, improves and evaluates multimedia design approaches for the organization
2. Acts as the multimedia expert responsible for developing engaging content throughout the organization
3. Performs other duties as assigned

### RESPONSIBILITIES

1. Develops, implements, improves and evaluates multimedia design approaches for the organization, with duties including but not limited to:
  - Collaborating with stakeholders and leading the creative design process for communications projects, from conception through delivery, by gathering requirements, developing creative content, designing, implementing and maintaining internal and external communications, collateral items, informing materials, public relations campaigns, advertising, special events, outreach strategies and tools
  - Designing visual media that supports the communications and marketing needs of the Alliance
  - Providing creative design and non-technical maintenance for the website and Intranet and leading visual design efforts related to developing the external website
  - Designing and implementing strategic projects for the Marketing and Communications Department
  - Proposing changes, recommendations or improvements to existing content and communications strategy to department leadership team
  - Identifying business needs for design or communications improvement, making recommendations to department leadership for decision-making, and planning, executing, monitoring and evaluating any improvements made
  - Developing and maintaining the Alliance asset library, including photos, videos and presentations
  - Reviewing creative material and communications and ensuring standardized design strategies are used and that material is compliant with all contractual requirements
  - Collaborating with staff in communications roles across the organization to promote alignment of design standards in communications and outreach materials
  - Managing external resources, including vendors, as they pertain to the design and communications functions
  - Staying informed of developments and trends in multimedia, including graphic design, web design, video production, photography and animation, and making recommendations regarding applicability to Alliance communications
2. Acts as the multimedia expert responsible for developing engaging content throughout the organization, with duties including but not limited to:

- Providing consultation, mentoring and guidance to Alliance staff and department leadership on multimedia best practices
  - Developing photography, video and interactive media as content for the web, TV monitors, social media, PowerPoint (PPT) presentations, press releases and other communication formats
  - Recording events for promotional use and recording staff events to provide information and enhance company morale
  - Designing and maintaining visual standards for internal and external PPT presentations
  - Ensuring videos shown to internal and external audiences are edited and produced with a professional look and feel that reflects the Alliance's brand and style standards
  - Providing training to individuals within the Marketing and Communications Department and to delegates from other departments about best practices in photography and video
  - Supporting communications initiatives to ensure communications campaigns are launched with a comprehensive, multi-channel approach
  - Ensuring that multimedia content is scaled for social media audiences, especially when expanding into new social media channels
  - Operating and maintaining cameras, sound recording devices and other multimedia equipment and making recommendations to department leadership regarding equipment and software needs and purchases
3. Performs other duties as assigned

#### EDUCATION AND EXPERIENCE

- Bachelor's degree in Graphic Design, Marketing, Communications, or a related field and a minimum of five years of experience performing graphic design work (a Master's degree may substitute for two years of the required experience); or an equivalent combination of education and experience may be qualifying

#### KNOWLEDGE, SKILLS AND ABILITIES

- Thorough knowledge of and advanced proficiency with Windows-based PC system, including Microsoft Word, Excel, Outlook and PowerPoint
- Thorough knowledge of Adobe Creative Suite including Photoshop, Premiere, InDesign, Acrobat and Illustrator (or similar software)
- Thorough knowledge of graphic design, videography, photography, layout, creative services and desktop publishing
- Working knowledge of software and languages used in document authoring and web publishing, including HTML, CSS and JavaScript
- Ability to think creatively and develop fresh, compelling and innovative designs that result in maximum response and engagement
- Ability to incorporate branding into the design and production of variety of communications materials, including electronic media and printed materials
- Ability to compose content, create forms and letters and edit high profile documents in a variety of media formats
- Ability to proofread and edit content for style, tone, completeness and consistency of brand message
- Ability to translate complex information and ideas into intuitive and effective graphic designs
- Ability to define issues, conduct research, analyze and interpret data, define options and prepare

reports

- Ability to work with internal web portals for document management, searching, sharing and collaboration
- Ability to facilitate focus groups in order to obtain feedback on designs
- Ability to plan and manage multiple projects, effectively prioritize tasks and respond to changing priorities
- Ability to interpret and synthesize a wide range of information from a variety of sources, and define issues and options
- Ability to demonstrate strong analytical and problem solving skills
- Ability to identify issues, anticipate needs and demonstrate resourcefulness in developing solutions
- Ability to assist with the development of department policies, procedures and guidelines
- Ability to interpret and apply policies, standards and guidelines
- Ability to interact diplomatically with a wide variety of people, gather information from stakeholders and facilitate collaborative discussions
- Ability to work independently with minimal supervision and as a member of a team

#### DESIRABLE QUALIFICATIONS

- Experience with project management and vendor and public relations
- Experience working with SharePoint 2013, SharePoint Online and/or content management systems

#### WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to travel to different locations in the course of work

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*This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.*