

Job Description

Position Title: Media Designer

Job Group: Media and Digital Media Production

Job Level Group: Professional Entry

FLSA Status: Exempt

Position Summary:

The Media Designer plans, designs, and produces informational, instructional, and creative materials using complex, specialized applications. Creates content for broadcast, live events, and online distribution. Provides professional level photography and video services for use in print or online applications. Consults with clients and researches data and design techniques.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Plans, designs, coordinates and produces material for displays, presentations, websites, logos, brochures, posters, signage, flyers, invitations, and other various informational materials. Manages production of printed pieces from conception to completion. Maintains brand consistency with all digital and print marketing materials.
2. Directs photo shoots and serves as lead photographer; creates assets for website use and print materials.
3. Produces, records, and edits video projects in the field and studio. Produces static and motion graphics for presentations, online instruction, websites, and other online distribution methods.
4. Meets with clients to plan project requirements, specifications, and turnaround time. Acquaints clients with use of electronic production of materials, graphic and layout techniques, time constraints, and cost estimates of projects.
5. Operates and maintains graphic computer systems and peripherals.
6. Works with vendors on the development of needed client materials and quotes. Collaborates with internal designer team to find creative solutions that can be translated across various media platforms.
7. Researches and analyzes data relevant to expected audiences and desired outcomes. Conducts research and develops proposals for upgrading video software and hardware.
8. Seeks out new product techniques to maintain innovative services.
9. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of internal and external customer service principles and practices
2. Knowledge of principles and methods for promoting programs and services
3. Knowledge of project management principles
4. Knowledge of applicable hardware, software, and peripheral equipment relevant to assignment
5. Skill in effective communication (both written and oral)
6. Skill in organization, coordination and management
7. Skill in positive, productive and flexible customer service
8. Ability to operate relevant equipment required to complete assigned responsibilities for the position

Supervision:

- Not responsible for supervising the work of others.

Independence of Action:

- Results are defined and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- Student Success: Allows the opportunity to support student success as well as improve access and retention.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in in a related field of study required.
 - Up to One (1) year of related experience required.
 - One (1) to Three (3) years of related experience preferred.
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate (up to 20 pounds) amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally communicate to exchange information. May occasionally work in a non-traditional work environment when serving as a photographer.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check Required
- DMV Check/Current and Valid AZ Driver's License
- Some evening or weekend work hours