



## Job Description

**Job Title: Rich Media Developer/Producer**

**JTC: TTP**

**Salary Range: N05**

**FLSA: Exempt**

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

### POSITION SUMMARY

An intermediate level position that develops graphics, rich media and other online content to support DCCCD's mission and objectives. Provides assistance to plan, create, coordinate, implement, monitor and evaluate video, audio, podcasts and graphics on the district's digital publications.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledgeable about web publishing. Demonstrated experience managing website content updates and publishing workflows. Strong working understanding of web layout and presentation best practices.

Ability to create HTML & HTML5 web pages using Adobe Dreamweaver or other development tools.

Ability to work with limited supervision in a fast-paced team environment. Ability to edit audio or video using Adobe Audition, Premier, and After Effects.

Ability to foster a collaborative work environment and build/maintain working relationships with diverse individuals internal and external to the organization. Must be self-driven and able to work independently or as part of a team.

Demonstrated ability to juggle different priorities with strong attention to detail. Functional understanding of modern, responsive site construction, configuration, and maintenance.

Oral and written communication skills in order to support interaction with individuals from varying backgrounds. Strong knowledge and experience providing effective customer service. Excellent interpersonal skills and the ability to create strong professional relationships with colleagues, staff and clients.

### PHYSICAL REQUIREMENTS

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities.



## MINIMUM KNOWLEDGE AND EXPERIENCE

Associate degree plus four (4) years of experience in web publishing. Official transcripts will be required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Creates, tests and updates varied rich media content, web and print content and monitors its usage. Works with the college/location technical teams to develop and produce content and marketing strategies that support the overall strategic plans of the district.

Creates and edits web pages and performs advanced coding with the district's websites using various content management editors, HTML and CSS. Uses analytics software to monitor and analyze online traffic, then identifies visual content needs and develops content for the district's website.

Works with Manager of Rich Media to establish the visual style of the district's websites and ensures compliance with web design parameters, style guides, policies and procedures.

Identifies, manages and implements procedures for regular submission of content and site updates. Prepares video, including basic editing, compression and embedding for website usage. Conceives and creates quality graphics and visual layouts for online and print publications using current raster and/or vector graphics editing programs like Photoshop and Illustrator.

Completes required DCCCD Professional Development training hours per academic year. Utilizes excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network. Provides excellent customer service.

Performs related duties as assigned.

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.*