



Job Description

Job Title: Senior Rich Media Dev/Producer

JTC: TXF

Salary Range: N06

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

A senior (lead) level position that handles graphics and develops rich media; serves as a producer and editor for DCCCD's Web sites. Performs administrative work to support the planning, coordination, implementation, monitoring and evaluation of video, audio, podcasts and graphics on the district's Internet publications. Conceives, creates, shoots, edits and revises a variety of media for both internal and external publication. Coordinates the work of (and may supervise) staff/freelance employees who are responsible for day-to-day publishing operations on district Web sites.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of layout principles, and aesthetic design concepts, familiarity with a variety of emerging web concepts, practices, and procedures and strong understanding of information architecture, user-centered design and principles of Internet marketing. Experience working in a community college setting and knowledge of district and organizational policies and procedures.

The ability to undertake special projects and completes them on time, utilizing the budget and solving problems as related. Demonstrated self-discipline and sound, independent judgment completing complex assignments. Demonstrates understanding of Internet design issues (browser issues, cross-platform compatibility, color and quick loading of images, etc.).

The ability to build solid working relationships and provide leadership to employees in a diverse multicultural environment. Also requires advanced knowledge of current web display coding and graphics editing programs like Flash, Illustrator, Fireworks, Dreamweaver, Premiere and Photoshop.

Capable of assessing situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization. Requires strong visual style and thorough understanding of how typography, layout, color, images and interactivity impact design. Ability to use scripting languages required for advanced interactive graphics programs (ActionScript).

Knowledge and experience designing and developing high-quality media and provides visual, auditory and graphical production. Designs and evaluates visual interfaces utilizing user-centered design principles. Excellent communication skills with the ability to write and prepare clear and concise reports, presentations and correspondence. Experience to provide excellent customer service.

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

Bachelor's degree or plus three years of experience in print or web. Official transcripts required. Must have valid driver's license if traveling to off-site locations. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check.***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for performing administrative work to support the planning, coordination, implementation, monitoring and evaluation of multimedia that target appropriate audiences and support the DCCCD Web site's missions, goals and objectives. Establishes the visual style of the district's Web sites.

Ensures that district Web design parameters, style guides and visual standards are followed. Works with developers to assess and overcome challenges in displaying content. Uses WYSIWYG editor to implement designs for online content. Modifies existing display code and/or troubleshoots code.

Creates quality Web-based graphics using current raster and/or vector graphics editing programs like Photoshop, Illustrator, and Flash. Creates quality Web video content using video-editing programs. Produces Web-related promotional print publications (PDF). Shoots publication-quality photos. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs.

Maintains and operates video equipment, edits select footage. Manages DCCCD Web site updates and improvements through internal coordination with IT development, and internal stakeholders. Participates in discussions planning future project status and scope and provides technology insights and recommendations. Researches, designs and implements Web-based surveys. Creates and administers training for District content management system.

Stays abreast of current industry standards and techniques to ensure effective content that achieves the organization's goals and stays up to date with new technological advances. Assists in preparation of surveys, requests for proposals or accreditation, and participate in client discussions regarding project status, and provide technology insights and recommendations.

Manages multiple projects, sets priorities, meets deadlines, and works independently. Evaluates procedures to ensure validity, applicability, efficiency, and accuracy. Must complete required DCCCD Professional Development training hours per academic year. Must have excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network.

Performs other 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.