



MULTIMEDIA & COMMUNICATIONS COORDINATOR

Reports To: Operations & Fiscal Manager
FLSA Status: Non-Exempt
Salary Range: \$47,860.80-\$71,364.80

SUMMARY

Under the supervision of the Operations & Fiscal Manager, is responsible for designing and creating computer, web, multimedia, and print layouts, graphics, and/or content for use in presentations, reports, multimedia programs, web sites, marketing materials, emails and other electronic or print media.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work being performed by an individual assigned to this job. Other duties may be assigned.

- Reviews, coordinates, creates, oversees, and implements a wide variety of public information and media projects within the communications, promotions, and public relations arena, including programs or messages aimed at internal and external stakeholders.
- Works with PA management and executives to develop multi-faceted communication plans.
- Tracks media hits and consults with Public Authority management on progress of marketing/media goals.
- Works with limited supervision and makes decisions involving the release and format of sensitive, strategic, and confidential information.
- Prepares and provides print-based publications, brochures, reports, posters, multimedia illustrations, logos, exhibits, flyers, forms, event programs, newsletters, and other print documents.
- Researches, selects, and secures suitable illustrative or photographic materials for developing visual communications media.
- Serves as a consultant to Public Authority management for graphics, print projects, mass communication, and marketing campaigns.
- Researches, writes, and coordinates design of direct marketing materials (mailers, flyers, newsletters, giveaways, etc.) to promote Public Authority services and employment opportunities.
- Develops content and manages social media accounts and Public Authority's website.
- Creates and coordinates, tracks, and reports on targeted advertising campaigns.
- Serves as a Mandated reporter, and when necessary, reports abuse to Adult Protective Services and monitors status.
- Performs other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.

INTERACTION

This position continually interacts with the Administration department, Public Authority leadership, Public Authority staff, vendors, County of San Diego staff, and the public.

EDUCATION and/or EXPERIENCE

A bachelor's degree in marketing, graphic design, web design, multimedia design, visual communications, or a closely related field; AND, three (3) years of recent full-time, professional experience in one or more of the areas listed: web design, graphic arts, marketing, and public relations. Related work experience may be substituted for education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/ or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Knowledge of various web browsers and computer operating systems.
- Knowledge of telephone, office, e-mail, and web etiquette
- Knowledge of current technology and trends in the profession
- Knowledge of principles, tools, techniques, and software pertaining to art media, graphics, and general office operation
- Knowledge of reproduction techniques used to photograph, print, and copy displays or media.
- Knowledge of intermediate level computerized graphic programs such as Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Flash and Acrobat Professional
- Knowledge of color theory, layout, and design principles.
- Knowledge of industry-wide web development languages and software/programs such as HTML, CSS, XML, and WordPress.
- Knowledge of latest web trends including social media and networking web sites
- Knowledge of methods of planning and implementing an effective public outreach marketing program
- Knowledge of methods and techniques used in planning and marketing events, programs, and services.
- Knowledge of styles and techniques in writing talking points, brochures, social media content and web copy
- Knowledge of state-of-the-art media and communications methods and techniques for programs, campaigns, and information intended for a large geographic/regional area.
- Knowledge of effective techniques for writing a variety of documents such as media releases and the internet.
- Knowledge of technological advances in communications (e.g., web, media, video, etc.).
- Knowledge of latest web trends including social media and networking websites.
- Thorough knowledge of business English (including spelling, grammar, punctuation, and vocabulary) and ability to prepare simple to complex written correspondence and reports.
- Ability to adapt graphics to fit the needs of target audience.
- Ability to utilize state of the art production tools to design, edit, and produce graphic materials.
- Ability to exercise tact, objectivity, sensitivity, strategy, and judgment in dealing with a variety of populations in a variety of situations.
- Ability to read, interpret and apply simple to complex instructions, procedures, emails, and other correspondence.
- Exercise appropriate judgment in answering questions and releasing information.
- Ability to communicate fluently in English is required.
- Ability to communicate fluently in Spanish or other second language is desirable.

OTHER REQUIREMENTS

Successful completion of a Department of Justice criminal background check and a federal debarment and exclusion list review, possession of a valid Class C California driver's license, and ability to provide proof of current automobile insurance. May be required to use personal vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk, hear, stand for extended periods of time, perform fine finger manipulation, reach with hands and arms, and stoop. Specific vision abilities include close vision and the ability to adjust focus and view information on a computer screen for long periods of time. Ability to lift and carry up to 25 pounds with or without assistance. Additional assistance and/or support must be obtained for lifting or carrying more than 25 pounds.

WORK ENVIRONMENT

The work environment characteristics here are representative of those an employee encounters while performing the essential functions of this job. This role involves working in a challenging environment with diverse individuals. The ideal candidate should be adept at handling difficult interactions professionally, resolving conflicts effectively, and applying a trauma-informed approach to all interactions. Key skills include

resilience, empathy, patience, and the ability to build trust-based relationships. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate. The hybrid work environment varies between an office setting and remote working from home. Travel using a personal vehicle throughout San Diego County may be required. Work schedule may vary based on business needs.