AUBURN
Human Resources

Spec II, Multimedia

Job Description

JOB INFORMATION

Job Code	OC01B
Job Description Title	Spec II, Multimedia
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	6/17/2011

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Multimedia

JOB SUMMARY

Designs, develops, writes and maintains textual and graphic web page content and electronic news distributions.

RESPONSIBILITIES

- Posts news online and assists with production of electronic communications efforts in collaboration with a team of communications, writing, and editing professionals to include (but not limited to) production, design, and electronic distribution efforts.
- Designs and implements effective Web pages for the University and campus departments.
- Plans web site content and graphics to mirror the overall Communications and Marketing plan and University mission.
- Assists in writing and editing internal and/or external stories, articles, newsletters, advertisements, invitations and/or news releases for publications, the media, and other outlets.
- Assists in developing and implementing Web standards and templates that reflect institutional marketing standards.
- Consults with and trains campus communicators on Web strategies, Web maintenance issues, and/or Web template usage.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	In Journalism, Communication, Marketing, Public Relations, or related field	and	2 years of	Experience in multimedia technologies	

Substitutions Allowed for Education	Yes
Substitution allowed for Education: When a candidate has the required experience, but lacks the required education, they may normally apply additional relevant experience toward the education requirement, at a rate of two (2) years relevant experience per year of required education.	
Substitutions Allowed for Experience	Yes
Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking				X		
Hearing				X		
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.