



Job Description

Job Title:	Multimedia Design Specialist	Grade:	I
Department:	Community Relations and Marketing Services	FLSA:	Non-Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Designing and preparing high quality and appropriate print materials to meet the needs of various clients within the college.

Characteristic Duties and Responsibilities:

1. Produces desktop publishing including text, photos, art, and graphic element forms.
2. Develops web user interface requirements based on interviews with users.
3. Modifies website content using the content management system and other tools.
4. Creates PowerPoint presentations and other multimedia projects for the College, to include animation and other specialty design elements.
5. Develop television-based graphics that support CPCC TV programming.
6. Designs and conceptualizes promotional and informational print material for the College.
7. Provides customer service to on-campus clients, planning jobs, progress up-dates, recommendations and information.
8. Proofs materials for grammatical, typographical and factual errors and provides proofs to client for evaluation.
9. Assists creative team in marketing and as needed on special events and projects.
10. Completes pre-press functions, orders supplies, prepares work orders for print jobs.
11. May participate in interviews for hiring full and part time employees.
12. Supports on-campus committees for event planning, professional conferences.
13. Maintains the WTVI PBS Charlotte website content and design.
14. Acts as a liaison between Marketing and ITS on current projects to keep both sides aware of the current status of projects that involve both departments.
15. Processes job requests for certain web projects as assigned from ITS through their web development portal.
16. Performs other duties as assigned.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

May 2007



Job Description

Job Title:	Multimedia Design Specialist	Grade:	I
Department:	Community Relations and Marketing Services	FLSA:	Non-Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

Reporting Relationships:

Direction Received: Reports to the Director of Creative and Art Services; may receive designing direction from Graphic Designer Specialist Senior

Direction Given: Responsible for directing and monitoring student and/or temporary employees

Minimum Requirements:

Associate's Degree from a regionally accredited institution in Graphic Design, Art or related field from a regionally accredited institution and two years of experience; familiarity with Quark Xpress, Adobe Illustrator, Photoshop and other Adobe products; strong conceptual, creative skills and ability to communicate ideas effectively; ability to independently manage all aspects of print and production with awareness of multi-media application and integration

Knowledge, Skills, Abilities and Worker Characteristics:

Strong communications skills

Computer and office skills

Understanding of graphic design and printing

Attention to detail

Knowledge of printing process

Ability to work in a team environment

Ability to work effectively in a fact paced and highly collaborative environment

Strong time management and organizational skills

Working Conditions:

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus or to other campuses; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

May 2007