

DATE: 5/22/2023

TITLE: Multimedia & Technology Specialist - OTL		
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HUMAN RESOURCES USE ONLY:	SALARY TABLE: AP	CLASS CODE: PE408
UNION: P&A Local 1979 U.A.W.	SALARY GRADE: 14	EEO CODE: 30
JOB GROUPING: 30	FLSA: Exempt	EMPLOYEE CLASS: PE

Job Purpose

The Teaching and Learning Multimedia & Technology Specialist consults with faculty on the design and delivery of instructional media for face-to-face, online, hybrid, blended, and hyflex courses and the integration of evidence-based best practices in all aspects of their courses and instruction. The Teaching and Learning Multimedia & Technology Specialist consults with faculty members to achieve their teaching and learning goals using technology, and plans and delivers training to faculty members on media, graphic, and interactive content creation and their integration in the Learning Management System (currently Canvas).

Essential Functions

(Essential functions are the primary duties/major job responsibilities that an employee must be able to perform, with or without reasonable accommodation. The essential functions are listed in order of importance.)

Essential Function	% Time
Conceptualizes, researches, develops, promotes and delivers practical and responsive training and development services for faculty and instructional staff in the effective use of learning technologies tools, solutions, and techniques for advancing the quality of courses to support student success in all teaching and learning modalities, including, but not limited to, face-to-face, online, hybrid, blended and hyflex.	15%
Provides consultations and development support to faculty to recommend applicable media, multimedia equipment use, design, and production techniques for high-quality instruction, materials, and presentations utilizing available learning technologies and evidence-based strategies for course design and continuous improvement.	15%
Maintains, troubleshoots and provide support for the use of media production and distribution equipment and software including video cameras, audio recording equipment, video and audio editing software.	15%
Create and maintain training materials and documentation related to the use of available educational technologies to motivate faculty and instructional staff in the use, integration and appropriate application of said technologies.	10%

Produce original, creative, professional quality visual media employing a range of production techniques and tools, from very simple to moderately complex; employing industry standard image and audio editing, lighting, and post-production procedures and techniques to achieve a high-quality result	10%
Manage our YouTube channel, making sure videos are titled, keyworded, transcribed, and organized to maximize views and meet accessibility standards.	10%
Recommend effective and creative use of technologies to enhance instruction and create new learning experiences by remaining current on and evaluating emerging technologies that have potential value for teaching and learning in all modalities.	10%
Assist in the design and develop web pages using Content Management System or other relevant tools and creates print and digital promotional materials.	5%
Assist with special projects as assigned.	5%
Perform other related duties as assigned.	5%

WORK CONTEXT

This grid characterizes the position scope.

Job Reports to:	Director
Leadership Accountability:	None
Supervisory Accountability:	None
Organizational Accountability:	None
Financial Accountability:	None
Customer Accountability:	Interfaces with customers outside the S/C/D
Freedom to Act:	Operates with significant autonomy

MINIMUM QUALIFICATIONS

Education Master's degree

Master's degree in information technology, education, instructional design, digital media design, communications or related field. Doctorate preferred.

Experience Specialist (minimum 5 years of job-related experience)

- 3-5 years of experience with educational technology in higher education; AND a minimum of 2 years of experience in graphic design and digital media development or a minimum of 2 years of professional experience in video and audio production/recording and photography
- Experience consulting with higher education faculty from a variety of disciplines, including needs assessment and identification of appropriate instructional methods, resources, and technologies for use in face-to-face, online, hybrid, blended and hyflex environments.
- Experience with the operation and troubleshooting of audio-visual control equipment and video editing systems.
- Experience with interactive program design utilizing Adobe Creative Suite, including InDesign, Photoshop, Premier Pro, After Effects, etc.
- Experience with content development tools such as Articulate Storyline or Camtasia
- Experience designing courses in Learning Management Systems (Canvas)

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

Preferred Experience

- Education certifications such as ISTE or Google
- Experience in an educational technology setting blending in-person and virtual learning
- Experience with quality metrics (Quality Matters, OLC, etc.)
- Experience teaching in a college/university setting.

Knowledge, Skills and Abilities

COURSE DESIGN

- Knowledge of current course design, assessment, and teaching strategies in a higher education environment
- Knowledge of current trends, developments and significant innovations in student learning and faculty teaching leveraging technology
- Experience applying instructional design methodology and principles to the design, delivery, and evaluation of courses in all modalities.
- Experience utilizing backward course design and universal design for learning.
- Ability to employ best practices for technology use and course design.
- Advanced skills in instructional design, development, and implementation.
- Knowledge of online course design principles and practices.
- Knowledge of ADA and W3C compliance concepts

TECHNICAL

- Experience with video editing software and/or motion graphics. Including optimum delivery modes/file types.
- Experience developing and editing instructional media, including video and/or audio related.
- Strong technical knowledge of professional media production equipment and a wide range of media software.
- Thorough understanding of media production methods and equipment.
- Ability to operate and troubleshoot most AV equipment and systems.
- Ability to develop products that comply with ADA accessibility standards and techniques, as they pertain to online materials within higher education.
- Extensive experience with Learning Management Systems (preferably Canvas)
- Experience with emerging technologies (e.g. social media, mobile devices, Web 2.0 applications, learning analytics)
- Knowledge of SCORM-compliant shells
- Experience working in a multi-platform Macintosh and Windows environment.
- Advanced proficiency in the use of MS Office Suite including Outlook, Word, PowerPoint, and Excel.
- Proficient skills in Microsoft Teams and SharePoint.

INTERPERSONAL

- Demonstrated ability to develop and maintain effective professional relationships required.
- Ability to initiate and foster teamwork by maintaining a positive, cooperative, productive work atmosphere with a diverse population and those from various cultural backgrounds.
- Demonstrated ability to handle confidential information, exercise tact, sound judgment, diplomacy and discretion.
- Ability to interact with humility, empathy and patience required.

PLANNING/ORGANIZATIONAL

- Demonstrated excellent organizational and time management skills with the ability to set and assign priorities, to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Strong organizational and file management skills as well as project management skills.
- Ability to prioritize, execute tasks, and meet deadlines in a busy environment.

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COMMUNICATION

- Demonstrated ability to effectively consult with faculty and administrators from across the disciplines and with both technical and non-technical audiences.
- Exceptional ability to effectively communicate processes, explain terms, concepts and technology in a clear and understandable manner, visually, verbally and in writing.
- Demonstrated ability to solicit, accept, and provide constructive feedback.

JOB EFFECTIVENESS SKILLS

- Demonstrated intellectual curiosity in the application of technology in the areas of teaching and learning.
- Demonstrated ability to work independently and as part of a team dedicated to innovative problem-solving.
- Demonstrated ability to identify needs and take initiative to find solutions.
- Demonstrated commitment to ongoing professional growth and development.
- Demonstrated commitment to diversity, equity, and inclusion.
- Ability to quickly learn and teach new technologies.
- High attention to quality, accuracy, and detail.

Working Conditions

Normal office environment.