

SAN MATEO COUNTY OFFICE OF EDUCATION

CLASS TITLE: MULTIMEDIA DESIGNER

BASIC FUNCTION:

Under the direction of an assigned supervisor, assist in maintaining adherence of all visual assets to SMCOE brand and style guidelines, elevate the capacity of the communications team to solve problems innovatively and with the greatest impact, and create compelling multimedia assets in support of SMCOE programs, services, and priorities.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Develop effective and engaging digital assets and marketing materials, which may include: videos, motion graphics, animations, logos, diagrams, information graphics, digital newsletters, webpages, direct mailings, and presentation templates.

Prepare print-based educational, informational, and promotional materials, which may include: flyers, posters, event programs, brochures, booklets, reports, forms, certificates, letterhead, packaging, and print newsletters.

Assist communications team in implementing and supporting SMCOE brand standards and style guidelines across the organization.

Apply design principles and strategic thinking to help communications team generate creative solutions and complete projects effectively and efficiently.

Create content, design, and layout for the SMCOE website; ensure posted information is current, accurate, and accessible; enhance website by adding and improving interactive features.

In accordance with SMCOE brand standards and style guidelines, develop and update templates for SMCOE communications including email, presentations, and collateral.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Mastery of professional visual design software, including Adobe Photoshop, Illustrator, and InDesign;

