

RANGE N05

**JTC NO. TTP
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Rich Media Developer/Producer

DATE PREPARED: Fall 2014

DATE REVISED: Spring 2015; Spring 2017

GENERAL SUMMARY:

An intermediate level position that develops graphics, rich media and other online content to support DCCCD's mission and objectives. Provides assistance to plan, create, coordinate, implement, monitor and evaluate video, audio, podcasts and graphics on the district's digital publications.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Creates, tests and updates varied rich media content, Web and print content and monitors its usage.

Works with the college/location technical teams to develop and produce content and marketing strategies that support the overall strategic plans of the district.

Conceives and creates quality graphics and visual layouts for online and print publications using current raster and/or vector graphics editing programs like Photoshop and Illustrator.

Creates and edits Web pages and performs advanced coding with the district's websites using various content management editors, HTML and CSS.

Uses analytics software to monitor and analyze online traffic, then identifies visual content needs and develops content for the district's website.

Works with Manager of Rich Media to establish the visual style of the district's websites and ensures compliance with web design parameters, style guides, policies and procedures.

Identifies, manages and implements procedures for regular submission of content and site updates.

Prepares video, including basic editing, compression and embedding for website usage.

Performs other related duties as assigned.

REPORTING RELATIONSHIP:

First level supervisor is the Manager of Rich Media; second level supervisor is District Director of Internet Publishing.

Rich Media Developer/Producer

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PHYSICAL EFFORT REQUIRED:

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.

While performing the duties of this job, the employee is occasionally required to stand, walk, sit, push, lift, reach, carry, grasp, squat or stoop, bend and twist the body while performing essential duties, use hands to finger, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, talk or hear. The employee must have the ability to occasionally lift and/or move up to 20 pounds.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

- Bachelor's degree or higher plus two years of experience in web publishing **or** Associate's degree plus four years of experience in web publishing.
- Demonstrates an understanding of Web and print design issues (browser issues, cross platform compatibility, pre-press production etc.).
- Requires intermediate knowledge of current graphics editing, desktop and Web publishing programs like Photoshop, Illustrator, Dreamweaver, InDesign and Flash.
- Requires demonstrated ability to develop and publish Web pages, utilizing content management editors, HTML and CSS.
- Basic copy writing/editing skills.
- Knowledge and understanding of Section 508 of the Rehabilitation Act and World Wide Web Consortium (W3C) Standards Compliance as they relate to web site usability and accessibility.
- Strong knowledge and experience providing effective customer service.
- Official transcripts will be required.
- *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***