



## **MULTIMEDIA SPECIALIST INSTITUTIONAL ADVANCEMENT**

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**REPORT TO:** Director of Communications, Brand & Digital Strategy

**E CLASS:** Full-Time

**FLSA:** EXEMPT

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### **PURPOSE:**

The Multimedia Specialist is responsible for conceptualizing, creating, producing, and managing original multimedia content that supports the academic, operational, recruitment, training, and institutional communication needs of Miles College. The position combines graphic design, photography, videography, audio production, animation, and interactive media to communicate the College's mission, programs, accomplishments, and student experience.

The Multimedia Specialist independently develops creative concepts and transforms institutional information into engaging visual and interactive materials. The position manages multimedia projects from initial consultation and concept development through scripting, production, editing, accessibility review, and final delivery.

### **MINIMUM QUALIFICATIONS:**

- Bachelor's degree in Multimedia Production, Digital Media, Communications, Graphic Design, Marketing, Journalism, Broadcasting, or a closely related field.
- Two (2) years of professional experience in multimedia production, videography, photography, graphic design, marketing, or digital communications. An equivalent combination of education and experience may be considered.
- Experience using professional cameras, lighting, audio equipment, and multimedia editing software.
- Portfolio demonstrating proficiency in video production, photography, graphic design, or other multimedia work.

### **PREFERRED QUALIFICATIONS:**

- Experience producing multimedia content in higher education, nonprofit organizations, or a similarly mission-driven environment.
- Experience supporting marketing, communications, admissions, or institutional advancement initiatives.
- Experience with photography and videography for live events.
- Experience creating content for websites, digital signage, and social media platforms.
- Experience supervising or mentoring student workers or interns.

### **ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:**

- Create and edit videos, photographs, graphics, and other digital content to support the College's marketing, communications, recruitment, and instructional needs.

- Produce multimedia content for student orientation, employee training, academic programs, admissions, alumni engagement, and special campus initiatives.
- Record and edit interviews, presentations, campus events, promotional videos, and instructional materials.
- Collaborate with faculty and staff to develop engaging multimedia content that supports academic and administrative objectives.
- Provide photography and videography coverage for major campus events, ceremonies, and student activities as assigned.
- Assist with livestreaming and audiovisual support for selected College events.
- Manage multimedia projects from planning through final production, including editing, file organization, and delivery.
- Ensure multimedia content meets institutional branding standards and basic accessibility requirements, including captions when appropriate.
- Maintain an organized digital library of photographs, videos, graphics, and other multimedia assets.
- Operate, maintain, and recommend multimedia equipment and software needed to support College communications and instructional activities.
- Assist with digital signage, website media, and social media content in collaboration with the Office of Communications and Marketing.
- Provide guidance to campus departments on the effective use of multimedia, branding, and visual communications.
- Assist in training and supervising student workers or interns who support multimedia projects, as assigned.
- Stay current on emerging multimedia technologies, software, and best practices that enhance the College's communications and instructional efforts.
- Perform other duties as assigned that are consistent with the responsibilities of the position.

### **Other Duties**

- Support institutional events.
- Collaborate with Academic Affairs and Student Affairs.
- Perform other duties as assigned.

### **KNOWLEDGE, SKILLS & ABILITIES:**

- Knowledge of video production, photography, audio recording, graphic design, and digital media.
- Proficiency with Adobe Creative Cloud applications, including Premiere Pro, Photoshop, Illustrator, and InDesign, or comparable multimedia software.
- Experience using Canva and other content creation tools.
- Ability to produce and edit high-quality video, photography, graphics, and other digital content.
- Knowledge of photography, lighting, audio, and video production equipment.
- Understanding of institutional branding, copyright, and appropriate use of digital media.
- Knowledge of basic accessibility practices for digital content, including captioning and alternative text.

- Strong organizational skills with the ability to manage multiple projects and meet deadlines.
- Strong written, verbal, and interpersonal communication skills.
- Ability to work collaboratively with faculty, staff, students, administrators, and external vendors.
- Ability to work independently while managing priorities in a fast-paced environment.
- Ability to work occasional evenings and weekends to support College events.

#### **WORK ENVIRONMENT:**

The work environment includes exposure to physical conditions typical of a normal office environment. Most of the job is performed while sitting, although the work may require occasional standing or walking and/or the lifting and carrying of small objects. Occasional evening or weekend hours may be required to accommodate campus initiatives.

#### **TRAVEL:**

Travel may be required.

*\*\*This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.*

#### **SPECIAL INSTRUCTIONS TO APPLICANTS:**

A criminal background check will be conducted. *No phone calls will be accepted.* **Interested applicants should submit a resume, cover letter, and application to [hr@miles.edu](mailto:hr@miles.edu). Must be legally authorized to work in the United States without need for employer sponsorship, now or at any time in the future.** Due to the large volume of inquiries, applicants will only receive a response if there is a match, at which point the applicant will be contacted for an interview.

#### **NOTICE OF NON-DISCRIMINATION**

Miles College is an equal-opportunity employer dedicated to building an inclusive and diverse workforce. Miles College does not discriminate in its educational programs and activities based on race, color, religion, ethnic or national origin, age, disability, sex, gender, gender identity, gender expression, sexual orientation, veteran status, or any other basis prohibited by law. Inquiries about the application of Title IX and its supporting regulations may be directed to the Title IX Coordinator, Brown Hall Room 101, 5500 Myron Massey Blvd, Fairfield, AL 35064, 205-929-1440, [titleix@miles.edu](mailto:titleix@miles.edu). For information on the Title IX Sexual Harassment/Sexual Assault policy and grievance procedures, please [Click here](#).

#### **TITLE IX / STATEMENT OF NONDISCRIMINATION**

As set forth in this Policy, MILES COLLEGE prohibits discrimination on the basis of sex in its programs and activities. As defined by Title IX, discrimination on the basis of sex includes discrimination on the basis of sex stereotypes, sex characteristics, pregnancy or related conditions, sexual orientation, and gender identity.

MILES COLLEGE does not discriminate in its admissions practices, except as permitted by law, in its employment practices, or in its educational programs or activities on the basis of sex. MILES COLLEGE also prohibits retaliation against any person opposing sex discrimination or participating in any sex discrimination investigation or complaint process, whether internal or external to MILES COLLEGE. Sex-based harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination that are prohibited under Title IX and by the college's [Title IX Policy](#).