



Seminole County Sheriff's Office

SR MULTI MEDIA COORDINATOR

Class Spec Code: 1070

Established Date: 10/15/2020

Last Revised Date: 02/11/2022

Effective: 11/18/2022

Salary Range

\$21.97 - \$32.96 Hourly

Bargaining Unit

N/A

EEO

EEO4-Technicians

Occupational Group

N/A

FLSA

Non-Exempt

Benefit Code

FT BENEFITS

Physical Class

DTME

Classified Service

No

General Description

Highly specialized technical and creative work involving the design, production, and development of publications and outreach materials using a wide variety of digital mediums.

Typical Duties

Note: Listed functions, duties, responsibilities and skills is not intended to be all-inclusive and the employer reserves the right to assign additional responsibilities as deemed necessary for the operational efficiency of the Sheriff's Office.

Oversee the development, production and creative management of public service announcements, agency internal video messages ("podcasts") and informational videos. Design animation, graphics and special effects for all video productions.

Serve as agency photographer and videographer; take photographs and video at agency events and functions.

Prepare and edit 9-1-1 audio recordings, dash cam video, helicopter footage, and photographs for release to media. Assist Digital Forensics Unit as needed with extracting and enhancing video for investigative purposes.

Assist in the management of the agency's social media presence (Facebook, YouTube, Twitter) and identify new techniques and strategies to increase followers and improve reach to target audiences.

Develop web buttons, web graphics, web icons and other content as requested by the SCSO information technology team, ensuring all work is done in conjunction with web design and programming requirements.

Serve as the digital manager for Public Affairs, ensuring all graphic, audio, and video files are properly indexed, stored and maintained.

Monitor online/digital media trends and make recommendations for agency improvements.

Videographer, editor, producer of public outreach, promotional and internal messaging.

Minimum Qualifications

- Bachelor's Degree in Graphic Design, Visual Communication, Media Design, Interactive Media, or related field
- At least one (1) year of work experience in professional graphic design
- Consideration may be given to equivalent combination of related training, education

and experience

- Web content management system experience desirable and a strong design portfolio required
- Must possess and maintain a valid Florida Driver's License

Knowledge, Skills, Abilities & Other

Regular and prompt attendance is mandatory in the performance of an employee's duties for this position, to include scheduled work hours, and required training activities, calls for mandatory overtime needs and calls for service during times of an emergency.

Knowledge of graphic design, desktop publishing, photography, and advanced video editing; of social media management; of asset management systems for cataloging, organizing, and managing digital assets. Skill in the use of in Adobe CS5.5 and Apple Final Cut Pro.

Ability to work independently in carrying out assignments to completion; to speak effectively in front of large and small groups; to make decisions based on factual data; to present ideas clearly and concisely, both orally and in writing; to establish and maintain effective working relationships with the media, co-workers, interagency personnel, and the general public; to multi-task and work efficiently under tight deadlines with careful attention to detail.

Ideal candidate should have 3-5 years of professional broadcast experience in news, production or public relations. Candidate should have demonstrated

proficiency in shooting, editing and producing high end video messaging using a variety of online video software programs. Candidate should also show a familiarity with social-media specific messaging across multiple platforms.

WORKING CONDITIONS

The duties of this position may be performed in a sedentary position and may stand or walk for extended periods of time. The incumbent may be required to work any schedule that fulfills the needs of the position and may include being called in on short notice.

PHYSICAL ATTRIBUTES REQUIREMENTS

Mobility-Most work is sedentary, some standing, walking, driving; constant use of a computer

Visual-Constant overall vision; constant eye-hand coordination; frequent reading/close-up work

Hearing/Talking- Requirement to hear normal speech; hearing on telephone; talking on telephone or during presentations

Emotional/Psychological-Frequent public contact; decision-making and concentration; may be exposed to trauma, grief, graphic violence and death

Special Requirements- Ability to behave respectably and with utmost integrity even when off duty. May be required to respond for any critical incident, manmade or natural; some assignments may require

being recalled to work on short notice,
working weekends, nights, and/or
overtime