

# MultiMedia Communications Specialist

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TITLE: Multimedia Communications Specialist

DIVISION: Communications & Community Relations

## JOB SUMMARY:

Unique opportunity that is mostly Graphic Designer; part Creative Copy Writer and part Web Designer. This is a hands-on role that will work closely with the Communications Director. This position is responsible for designing and developing a wide variety of project-specific marketing assets for UPO and its Divisions, including brand identity manuals, website, social media, advertising, emails, presentations, videos/film, and other print collateral. Be the keeper of the brand look and feel to ensure all creative is consistent across all channels and lives up to the highest quality of UPO's visual standards. This internal client-facing position will require a highly responsive person that is able to take input and direction from many UPO stakeholders. The person must also possess excellent writing skills with the ability to tell image-driven stories in many voices across multiple platforms that is relevant and will resonate with desired audiences. Must be able to write creatively and persuasively; develop and execute quickly while managing multiple communications projects.

## DUTIES & RESPONSIBILITIES:

- Create high-end quality concept and graphic design work in a fast-paced environment to meet multiple deadlines and UPO Division Directors' expectations for creativity, quality, and accuracy
- Make recommendations for improvements and enhancements of UPO marketing communications collateral, both offline and online, to drive optimal usability, interactivity and brand awareness; develop/design recommendations when approved quickly and efficiently
- Use project management skills to develop, execute and manage specific communications creative solutions to website pages, brochures, newsletters, signage and other marketing materials and remain flexible through multiple revisions while keeping a keen attention to detail
- Demonstrate hands-on skills in the latest Adobe Creative Suite, WordPress, SharePoint and Dreamweaver; as well as develop graphic elements, assets, and visual treatments that adapt and flow across multiple platforms and many uses
- Support social media efforts, including developing graphic design concepts including photography, videos and other impactful imagery; posting content, and campaign execution across UPO's social media platforms
- Be a knowledgeable brand guardian by having strong familiarity with look, feel, voice and overall brand presence; exceed internal client expectations and have the ability to understand requirements and reflect that in the design layouts and visuals
- Influence the final product by steering internal UPO clients toward the best design option, through discussion of design principles, decision making, and removing opinion and individual design aesthetics of clients
- Understand the importance of in-house style, guidelines, and templates and seeks area of improvement or need based on brand visual identity
- Maintain a high degree of quality control through self-proofing, reviewing soft-proofs, and adhering to the UPO style guide
- Develop fresh concepts, graphic designs, and write copy for online and offline communications materials including videos, photo stories, emails, internal and external newsletters, and brand campaigns
- Develop creative communications ideas that are on-brand and on-strategy; ability to learn, apply, and write in both the brand voice and other voices (creative copy to press releases)
- Create photo galleries and photo features pegged to news and general coverage areas
- Optimize photos for web, silhouetting and compositing images
- Upload images and build galleries in CMS
- Stay current on social media techniques (animated GIFs, text overlays, video captures, etc.).
- Be able to write for a variety of projects including a short headline, or persuasive long-form copy for print collateral, websites, signage, branded content
- Manage, write, and edit UPO's intranet content and imagery including the Communications page
- Actively participate in meetings and lead sections of presentations when required

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PHYSICAL REQUIREMENTS: Must be able to lift 20 lbs. Reasonable accommodations can be made.

REPORTS TO: **Director of Communications & Community Relations**

SUPERVISES: **N/A**

DUTY LOCATION: **Headquarters**

DESIRED QUALIFICATIONS:

- 3-4 years of experience in Email Design; must be knowledgeable of e-mail trends, current design standards and usability
- 1-2 years of experience in banners including offline signage, animation, interactive design and motion graphics; must have experience creating and testing various online banners, animation and other interactive functionality
- 1-2 years of experience with usability across platforms/browsers, e-mail providers. Must stay current with evolving best practices for PC/Mac – IE/Safari – Outlook/other e-mail services
- Must be able to prioritize and handle multiple assignments simultaneously.
- Must be open to feedback and be able to take direction while also driving his/her projects without a lot of oversight

MINIMUM QUALIFICATIONS:

- Bachelor's degree required, preferably in Graphic Design, Commercial Art, Multimedia or related field with 3-5 years of industry or industry-related experience
- Experience working as a designer within an advertising/marketing agency
- Experience working with sophisticated brands
- Advanced skills in Adobe CS suite to include InDesign, Premiere (video editing)
- 3-4 years of experience in Graphic Arts, Design, or other relevant field; must have an experienced "eye" for design as applied to websites and e-mails
- 3-4 years of experience in Web Design and management; must be knowledgeable of UPO programs (WordPress, SharePoint, Bloggy Software) and languages as they relate to Web Design
- Photo Journalist, minimum of 2 years related experience in digital photo work and experience in handling photo rights, legal issues and best practices Prefer experience in consumer marketing, developing compelling impactful photo stories (do more than just take pictures)
- Ability to think out of the box and find creative, unorthodox solutions when needed
- Demonstrated understanding AP standard proofreading marks
- Experience in higher education is also valuable but not required
- Solid interpersonal communication skills and the ability to work on cross-functional teams
- Strong written communication skills (email, newsletters, social media, brochures, flyers, postcards, etc.)
- Calm, flexible and able to work under pressure or with short deadlines
- Work portfolio required demonstrating excellent design sense with strong typography and publication design skills

SALARY RANGE: **HR**

EMPLOYMENT TYPE: **Full Time / Regular (37.5 Hour Workweek)**

UNION/FLSA STATUS:

I acknowledge receipt of my job description:

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Employee Name

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Signature

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Date