

MULTIMEDIA SPECIALIST

(Range 114)

DEFINITION

Performs technical and creative work to support the inspiration, planning and implementation of multimedia services and programs in the operation of innovation and connected learning environments at a branch library.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Multimedia Supervisor or assigned Department Head.

RESPONSIBILITIES:

Essential and marginal functions and responsibilities may include, but are not limited to the following:

1. **Multimedia Operations Support:** Supports the efficient operation of multimedia services to include innovation and connected learning environments within a branch library. Inspires customers to create, explore, collaborate, and plan for the future through a variety of hands-on projects, and self-directed, project-based learning. Schedules customers in the use of electronic and multimedia equipment and software programs. Instructs customers with specialized use of equipment and software programs. Collects and compiles a variety of data including innovation growth. Supports volunteer mentors and ensures an effective relationship between mentors and customer. Maintains a welcoming, safe, and efficient learning environment.
2. **Technical Support and Training:** Assists with the maintenance of materials, electronic equipment, and various technology related to multimedia services, innovation, and connected learning. Performs technical functions in the operation of equipment, including setup, troubleshooting, updating, and maintaining hardware, software, and other related equipment including but not limited to audio/video production, podcast production, green screen technology, virtual reality equipment, robotics, cameras, and lighting. Assists with inventory control and routine maintenance checks including identifying malfunctions and repair needs. Conducts a variety of training sessions for customers and staff related to multimedia services, including basic in-house safety. Provides recommendations for applicable equipment to strengthen and maintain state-of-the-art industry standard gear. Utilizes a variety of electronic devices, sound recording equipment, and software programs including but not limited to graphic design, music production, video editing and production, sound isolation enclosures, disc jockey software and hardware, and chroma panels.
3. **Program and Promotional Support:** Supports and promotes services, programs, activities, and events for innovation and connected learning spaces. Assists with the development, implementation, and promotion of services, programs, and activities, including the calendar of events. Provides tours of the innovation and connected learning spaces for teachers, students, schools, interested groups, and guests.
4. **Customer Service and Communication:** Provides exceptional internal and external customer service to create positive relationships and experiences. Interacts

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extensively in person, over the telephone, and electronically in the general correspondence with customers, staff, other library systems, outside agencies, partners, collaborators, and vendors. Provides information about Library District activities, facilities, and services. Responds to public and staff inquiries in a courteous and timely manner. Effectively maintains positive internal communication between Library District branch staff, departments, and Administration.

5. **Community Impact:** Provides community outreach to a diverse group of youth/teens, parents, teachers, and community members; conducts visits to schools, community centers, and other organizations to promote innovation and connected learning. Confers with library users and community groups to assist in inspiring, creating, planning, organizing, and implementing services and programs to improve literacies to include workforce development, financial literacy, self-directed and project-based learning, collaboration, and critical thinking; and to encourage greater patronage of the Library District.
6. **Professional Development:** Stays abreast of new trends and innovations in the field of connected learning, youth/teen and adult technical services and programs; attends training activities related to the latest innovations and practices in the field. Attends meetings and conducts training sessions onsite and offsite, and participates in sharing ideas and issues in support of collaborative projects across networks. Assists with special projects and participates in committee work, as needed.
7. **Other Responsibilities:** Provides reference and other services to library customers by searching files, the collection, and automated library systems to located requested information or materials. Maintains compliance with Library District and branch-specific policies and procedures and effectively explains these to customers and staff. Operates library and general office equipment including copy machine, scanning services, print stations, telephone, and fax machine. Promotes and supports the overall mission of the Library District by demonstrating courteous and cooperative behavior when interacting with public and staff.

Marginal Functions:

1. Assists in other departments as assigned.
2. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Informal learning environments and connected learning principles, applications, and culture including innovative service models, social media, collaboration, HOMAGO, STEAM, self-directed, project-based, and interest-driven learning.
2. Various hardware and software programs and associated technologies commonly found in innovation and connected learning environments including but not limited to audio/video production, podcast production, green screen technology, virtual reality equipment, robotics, cameras, lighting, etc.
3. Emerging technology, trends, principles, best practices, and non-traditional techniques of modern public library services.

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4. Techniques for interacting with customers from varied socioeconomic, geographical, linguistic, and cultural backgrounds.
5. Program and project management including development and implementation; and instructional principles, practices, and techniques.
6. Library District mission, strategic initiatives, and terminology.
7. Library District policies, procedures, and guidelines.
8. Pertinent federal, state, local laws, regulations, and ordinances.
9. Correct business English including spelling, punctuation, and grammar.

Ability to:

1. Support informal learning-centered environments for a variety of audiences.
2. Inspire, coach, mentor, and instruct staff and customers in the area of multimedia services.
3. Foster a welcoming and safe learning atmosphere.
4. Establish and maintain effective working relationships, both internal and external, during the course of work.
5. Work creatively, collaboratively, and effectively to promote teamwork.
6. Create and maintain instructional materials for innovation and connected learning equipment and services.
7. Use technology in creative ways to facilitate learning and exploration.
8. Describe relatively complex technical concepts to a non-technical audience.
9. Quickly learn and teach basic and intermediate technology of newly purchased products.
10. Foster a culture of exceptional customer service; serve library customers and staff with patience, tact and courtesy.
11. Act in a manner that promotes a harmonious and effective workplace environment and demonstrate support for diversity, equity, and inclusiveness.
12. Exercise initiative and good judgment.
13. Work effectively under pressure.
14. Work quickly and accurately and perform multiple tasks concurrently.
15. Inspire, motivate, create, plan, develop, organize, and prioritize work assignments for efficient results.
16. Accept change and maintain flexibility.

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17. Understand, interpret and explain Library District, branch, and department policies and procedures.
18. Work both independently and as part of a team.
19. Communicate clearly and concisely, both verbally and written.
20. Maintain accurate records, files, and equipment inventory.
21. Maintain the mental capacity for effective interaction and communication with others especially youth/teens and adults from underserved and underrepresented communities.

Skill in:

1. Various connected learning hardware, software, and equipment including but not limited to Ableton, Logic Pro X, Final Cut Pro X, Pro Tools, Serato, Rekordbox, Adobe Illustrator, Photoshop, podcast and green screen technology, and robotics.
2. Music production software, video editing and production software, disc jockey hardware and software, video cameras, and chroma panels.
3. Basic coding, electronic building blocks, virtual reality content creation, video cameras with accompanying accessories, and STEAM-related gadgets.
4. Instructing others in the use of innovation and connected learning-related hardware, software, and equipment.
5. Troubleshooting and resolving equipment malfunctions.

Training and Experience:

High school diploma or GED equivalency required; Bachelor's Degree preferred. Experience with graphic design software; music production, creation, and performance software; video editing and production software; sound isolation enclosures; disc jockey or live performance experience; DJ software and hardware; chroma panels proficiency; photography and 360° video camera familiarity; proficiency with Microsoft and Apple products and software; STEAM background; social media proficiency; retail experience or public contact experience; or an equivalent combination of training, education, and experience that provides the necessary knowledge, skills, and abilities.

License, Certificate, or Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

AED/CPR certification within six (6) months of date of employment.

Physical Requirements:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to

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perform the essential functions.

Mobility to work in a technical environment, use standard office equipment and specialized technical equipment, and stamina to sit or stand for extended periods of time; strength to lift and carry up to 20 pounds; vision to read digital displays, computer screens, mobile devices, and printed materials; and hearing and speech to communicate in person, over the telephone, or electronically.

Tasks require color perception, visual perception, audio perception, and oral communications ability.

Environmental Requirements:

Work is subject to travel.

FLSA: EXEMPT
CBA: MANAGER UNIT
DEVELOPED: MAY 3, 2010
REVISED: JUNE 13, 2012
AUGUST 2, 2012
FEBRUARY 21, 2014
MARCH 12, 2018