



Cornell University Staff Compensation Program
Generic Job Profile Summaries

Communications Job Family: **Multimedia Specialist Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

	Multimedia Specialist I INDIVIDUAL CONTRIBUTOR	Multimedia Specialist II INDIVIDUAL CONTRIBUTOR	Multimedia Specialist III INDIVIDUAL CONTRIBUTOR	Multimedia Specialist IV MANAGEMENT
Project Operations & Development	Partner in the creation and development of multimedia productions and assets.	Collaborate with leadership and other communications and marketing specialists to pursue and develop strategic multimedia projects. Develop and manage project schedules, timelines and budgets in collaboration with leadership. Identify logistical demands. May participate in writing and developing proposals for funding opportunities.	Define projects, organize internal and external project teams and direct strategic project design and activities. Manage and oversee project schedules and costs. Develop relationships with external partners. Write and develop proposals for funding opportunities. Develop and implement appropriate recommendations and/or solutions to multimedia production challenges. May supervise department producers and freelancers to guide project management and completion.	Provide editorial vision, in alignment with the brand, for multimedia team and strategically direct all project activities. Develop and oversee operations and project budgets. Cultivate and govern relationships with external partners. Oversee stewardship responsibilities for all gifts/awards received. Develop and oversee the implementation of policies and procedures.

	Multimedia Specialist I INDIVIDUAL CONTRIBUTOR	Multimedia Specialist II INDIVIDUAL CONTRIBUTOR	Multimedia Specialist III INDIVIDUAL CONTRIBUTOR	Multimedia Specialist IV MANAGEMENT
Video/Project Creation	<p>Write and edit scripts for multimedia projects.</p> <p>Assist in layout and content creation of draft and final multimedia projects.</p> <p>Coordinate details and equipment for multimedia projects.</p>	<p>Develop, write, edit and produce multimedia projects which can include photographic and video storytelling, communications or marketing materials, social media content, and/or coverage of campus events.</p> <p>Develop and oversee the layouts, formats, approaches, content, levels and mediums necessary to meet project objectives.</p> <p>Finalize and fulfill project deliverables.</p> <p>Ensure clearance, copyright, and accessibility standards are met.</p>	<p>Develop, write, edit and produce multimedia projects, which can include photographic and video storytelling, communications or marketing materials, social media content, and/or coverage of campus events.</p> <p>Manage or lead the planning, implementing, and tracking on significantly complex projects. Develop production procedures, relating to maximizing the efficiencies of project research, planning and execution.</p> <p>Provide final decision-making on select department procedures.</p> <p>May finalize and fulfill project deliverables.</p> <p>Ensure clearance, copyright, and accessibility standards are met.</p>	<p>Develop and execute professional quality long-form multimedia content, which can include photographic and video storytelling, communications or marketing materials, social media content, and/or coverage of campus events.</p> <p>Provide editorial vision and guidance for communications teams and partners. Deliver exceptional production expertise across functional areas.</p> <p>Provide overall strategic planning, leadership and accountability for all aspects of multimedia activity.</p> <p>Responsible for ensuring clearance, copyright, and accessibility standards are met.</p>
Technology & Equipment	<p>Use technology, software and equipment for multimedia projects.</p> <p>May recommend relevant technology, software and equipment for multimedia projects.</p> <p>Maintain multimedia equipment and ensure equipment is in working order.</p>	<p>Research, evaluate and recommend relevant technology, software and equipment for multimedia projects.</p> <p>Oversee proper installation, use and maintenance of multimedia equipment.</p> <p>Use technology, software and equipment for multimedia projects.</p>	<p>Research, evaluate and implement relevant technology, software and equipment for multimedia projects.</p> <p>Use technology, software and equipment for multimedia projects.</p>	<p>Oversee implementation of technology, software and equipment for multimedia projects.</p> <p>May use technology, software and equipment for multimedia projects.</p>
Storage & Archival	<p>May contribute to the processing, cataloging, storage, archiving, distribution and duplication of multimedia materials.</p>	<p>Contribute to the processing, cataloging, storage, archiving, distribution and duplication of multimedia materials.</p> <p>Collaborate on development of policies and procedures for archival and storage of multimedia materials.</p>	<p>Oversee the processing, cataloging, storage, archiving, distribution and duplication of multimedia materials.</p> <p>Develop policies and procedures for archival and storage of multimedia materials.</p>	<p>Develop and oversee the implementation of policies and procedures for archival and storage of multimedia materials.</p>

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11236 MULTIMEDIA SPECIALIST I, BAND E	11237 MULTIMEDIA SPECIALIST II, BAND F	11378 MULTIMEDIA SPECIALIST III, BAND G	11379 MULTIMEDIA SPECIALIST IV, BAND H
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree and 2 to 4 years relevant experience or equivalent combination.	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination.	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination.	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination.
IMPACT	Moderate impact	Moderate impact	Moderate impact	Substantial impact
CONTACTS - INSIDE	Receive instructions Provide information to immediate associates and supervisor	Receive instructions Provide information to immediate associates and supervisor	Coordinate major activities Persuade others to take particular course of action	Coordinate major activities May involve sensitive situations
CONTACTS - OUTSIDE	Provide/receive guidance, advice or information that must be analyzed and developed by the position	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others
CONTACTS - STUDENTS	Limited contact	Limited contact	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction

FACTOR PROFILE	11236 MULTIMEDIA SPECIALIST I, BAND E	11237 MULTIMEDIA SPECIALIST II, BAND F	11378 MULTIMEDIA SPECIALIST III, BAND G	11379 MULTIMEDIA SPECIALIST IV, BAND H
SUPERVISION	Provide regular on-the-job training, guidance, advice and counsel to other employees in the group, and to positions performing essentially the same work or related technical tasks	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept	Responsible for providing supervisory direction to other supervisors
COMPLEXITY	Frequently adapt, combine, or make improvements to services, products, processes or programs. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Continually required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires conceptual and imaginative thinking in a highly complex and uncharted environment.
LEVEL OF DECISION MAKING	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	General supervision Some interpretation of established work policies and procedures is required	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Little direct supervision Considerable latitude for exercising judgment and self-direction
EFFECT OF DECISION MAKING	Directly affect a functional area Minimal effect on students and employees	Directly affect a functional area Minimal effect on students and employees	Directly affect several dept within a college Significant effect on students and employees	Directly affect several dept within a college Significant effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required