

Multimedia Arts Producer

I. KIND AND LEVEL OF WORK

Under limited supervision, performs professional multimedia production communication work by independently planning, producing, editing, and delivering content for use across print and digital channels, including managing production workflows and digital assets, so that agency communications are supported with appropriate visual media consistent with established standards and requirements. Positions within this class are responsible for determining production methods, techniques, formats, and workflows while applying and advising on technical, accessibility, and quality requirements associated with multimedia products. This class coordinates production activities and schedules as needed, so that agency communications are delivered in usable, accessible, and standards-compliant formats.

II. DISTINGUISHING CHARACTERISTICS

The Multimedia Arts Producer class differs from Graphic Arts Specialist in that the Multimedia Arts Producer primarily performs independent, end-to-end production of multimedia communications and is responsible for determining how multimedia products will be created once objectives are defined, including selecting production approaches, techniques, formats, and workflows for photography, videography, audio, motion graphics, and other multimedia deliverables.

Positions at this level regularly resolve production challenges in field locations and at live events with equipment limitations, compressed timelines, and other challenges. Incumbents make real-time technical and creative decisions, set production standards and ensure compliance requirements associated with multimedia content such as accessibility and captioning expectations, appropriate image or recording use, quality control, and file/asset management practices are met.

The Graphic Arts Specialist primarily designs and produces graphic communication products (e.g., publications, layouts, templates, infographics, print and digital graphics) and prepares associated production files within established design, branding, and accessibility standards. While Graphic Arts Specialists exercise judgment in design execution and manage multiple requests, positions in this class are not responsible for setting the communication strategy or managing a complex production process.

III. EXAMPLES OF WORK/DUTIES

(A position may not include all the work examples given, nor does the list include all that may be assigned.)

- Consult with customers and stakeholders to clarify objectives, audiences, timelines, and constraints. Determine appropriate media formats, production approaches, and distribution methods to meet communication goals.

- Independently determine technical and creative methods for multimedia production, including camera or audio setup, lighting, composition, recording techniques, editing workflows, and export specifications, within established standards and objectives.
- Perform field-based and studio production work, adapting to variable environments, schedules, and conditions; resolve equipment, environmental, or logistical issues to achieve usable results.
- Apply and advise on accessibility, captioning, and usability requirements for multimedia products. Ensure final deliverables meet established standards and compliance expectations.
- Provide technical review and quality control of multimedia products prior to release; identify and resolve issues related to clarity, accuracy, appropriateness, and technical performance.
- Develop project estimates and production timelines. Coordinate schedules, locations, and resources. Collaborate with vendors or contractors as needed to complete assigned work.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Principles and practices of multimedia production, including photography, videography, audio recording, motion graphics, and time-based digital media.
- Production workflows for multimedia projects, including planning, capture/recording, post-production, and preparation for distribution across multiple platforms.
- Technical requirements and standards related to multimedia content, such as file formats, compression, resolution, aspect ratios, and platform-specific delivery specifications.
- Accessibility and captioning requirements applicable to multimedia products and digital media outputs.
- Equipment operation and capabilities related to cameras, audio/recording devices, lighting, and editing systems.
- Best practices for digital asset management, including file organization, metadata, archiving, and retrieval of multimedia content.
- Legal and compliance considerations related to multimedia production, such as image/recording permissions, appropriate use, and content suitability.

Skill in:

- Planning and executing end-to-end multimedia productions, from initial concept and scoping through final delivery.
- Operating multimedia production equipment and software to capture, edit, and produce high-quality time-based media.
- Selecting and applying appropriate technical and creative production methods to achieve defined objectives within established standards.
- Editing and assembling multimedia content using industry-standard software to produce accurate, usable, and accessible deliverables.
- Managing multiple multimedia projects simultaneously by estimating effort, scheduling work, and meeting deadlines.

- Troubleshooting technical issues related to equipment, environments, or software during production and post-production.
- Communicating technical information and recommendations clearly to customers, collaborators, and stakeholders.

Ability to:

- Work independently under limited supervision, exercising judgment in determining how multimedia products are produced once objectives are defined.
- Adapt production approaches to variable environments, including field locations, live events, and changing conditions.
- Apply accessibility, quality, and compliance requirements consistently across multimedia deliverables.
- Balance creative considerations with technical constraints, timelines, and standards.
- Establish and maintain effective working relationships with customers, peers, and vendors.
-

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established: 02/2026

Revised: