

Job Class Profile: Senior Multimedia Analyst**Pay Level: CG-40 Point Band: 916-949**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	7	3	5	6	5	5	4	3	
Points	280	117	19	24	180	108	103	86	32	949

JOB SUMMARY

The Senior Multimedia Analyst is responsible for technical, consultative and creative multi-media design; planning, designing, coordinating and developing multi-media materials for Executive Council and other government departments and agencies; providing materials in print and/or electronic formats including print ads, promotional literature, newsletters, presentations, brochures, posters, pamphlets, flyers and audio-visual presentations; developing graphics, publications and presentations from the conceptual stage, to mock-ups, to the finished product.

Key and Periodic Activities

- Plans, designs, coordinates and develops multi-media materials for Executive Council and other government departments and agencies.
- Provides materials in print and/or electronic formats.
- Provides creative input and technical advice to clients on multi-media products, including graphic production, printing procedures, hardware, software and photographic requirements.
- Liaises with clients, printers and contractors to monitor the production of multi-media products.
- Develops print ads and liaises with print media during government wide advertising initiatives, advising departments on print ads, their formats and technical requirements.
- Produces and assists with delivery of presentations in electronic formats for Premier, Cabinet, Cabinet Committees, Deputy Ministers and Communications Directors.
- Conducts research and provides recommendations on new technologies, hardware, software and other equipment as it relates to provision of multimedia services.
- Provides off-site computer support and multimedia services for Cabinet and Deputy Minister meetings held outside St. John's.
- Provides support and technical assistance for Canada-wide video conferencing to Ministers and Deputy Ministers.
- Provides photography and digital imaging services for inclusion in print or electronic publications for Executive Council and other departments.

SKILL**Knowledge****General and Specific Knowledge:**

- Graphic design

- Multi-media technology and equipment
- Computer hardware, software and security issues

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree with major course work in visual communication design supplemented by courses in computer studies

Years of Experience:

- Minimum: 3-5 years of experience in graphic design, photography, audio visual, illustrative techniques and other related multi-media products and technology.

Competencies:

- Interpersonal, presentation, and written/oral communication skills
- Analytical and problem solving skills

Interpersonal Skills

- A range of interpersonal skills are used including listening to information from others, asking questions to gather information, communicating complex information and direction to others, gaining the cooperation of others to complete work, address issues and solve problems; and providing expert advice or counseling to others at a senior level on issues that are high-level and confidential.
- Communications typically occur with employees within the immediate work area, department and other provincial government departments including the Assistant Secretary to Cabinet (Communications) and senior officials in Cabinet Secretariat, communications personnel, senior managers and Deputy Ministers in order to provide multimedia and graphic design expertise and advice to other departments and agencies (i.e. advice on equipment and software and photography requirements). Assists the Assistant Secretary in the coordination of government wide advertising initiatives and managing a print and advertising budget.

EFFORT

Physical Effort

- The demands of the job do not result in considerable fatigue or require periods of rest.
- There is some requirement for lifting when arranging computer support for outside Cabinet or Deputy Minister meetings.
- Constant fine finger/precision work and sitting when using a computer.
- Occasional walking and driving to outside meetings.

Concentration

- **Visual concentration** is required for the use of a computer, reviewing presentations and other promotional material for accuracy, photography requirements.
- **Auditory concentration** is required to listen attentively regarding multi-media requests and projects; to liaise with clients and contractors.
- **Higher than normal levels of attentiveness** is required when discussing advertising strategies and development of promotional materials to grasp ideas quickly and understand implications.
- **Time pressures and deadlines** exist to perform tasks in a timely manner and according to project deadlines.

- **Exact results and precision** is required to ensure accurate information is utilized and the appropriate message communicated.

Complexity

- Tasks and activities are different/unrelated and require a range of skills and knowledge (i.e. multi-media design and technologies in both print and electronic format; assisting in print and advertising budget for communications branch; and supervision of junior graphic artist and co-op students).
- Expected to be creative and have strong problem and solution definition which requires having a wide knowledge of the key issues at hand for the government at any given time, and must have a broad understanding of the goals and objectives of each government department in order to assist in design and implementation of government-wide advertising and promotional campaigns.
- Challenges/problems/issues cannot always be resolved by following standardized procedures and processes but must be defined and new solutions developed.
- Typical challenges include developing graphics, publications and presentations from the conceptual stage, to mock-ups to the finished product ensuring quality requirements are met at each step of production which requires creative problem definition and analysis and development of complex solutions. Works with senior government officials to ensure there is a clear understanding of issues.
- When addressing challenges/problems/issues, reference can be made to internal policies and guidelines, internet research or seek advice from senior government officials in the communications area.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks are somewhat prescribed and controlled with direction on a project provided by senior government officials. Work is signed off by the Assistant Secretary to Cabinet (Communications) and regular reports are given to update on projects.
- Discretion and judgment are used to interpret advertising strategies and promotional materials for the government, as well as, in researching and recommending appropriate multi-media technologies to others.
- Assists with the print and advertising budget and makes recommendations to Assistant Secretary who has authority to sign-off.
- High degree of independent discretion and judgment is used when providing advice on equipment and software as well as photography requirements to communication directors in various departments, as well as, the creativity of multi-media strategies.

Impact

- Independently takes project ideas and creates multi-media design with some consultation on the project idea.
- Work is primarily high-level and confidential within the Branch and deals with issues having large implications for the government.
- Advises on advertising strategies and development of promotional materials for the government and communicates information which may have long-term implications for the departments,

government and the Ministers involved.

- Errors are not easily resolved as once an idea or image is out in the public it cannot be easily erased.

Development and Leadership of Others

- Provides bargaining unit supervision to a small working group (less than 5) in the form of providing on-the-job advice/guidance; providing feedback; providing orientation to new employees; and assigning/reviewing work.

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety equipment or precautions.
- There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.
- Work is performed in an open office environment with some exposure to computer glare and occasionally travels for outside meetings.