

DEPARTMENT OF ECONOMIC DEVELOPMENT

Vacancy Announcement

Position Title: Multimedia Production Program Specialist 1
Grade: SG-18 **Salary Range:** \$52,293 - 66,494
Appointment Type: Permanent
Jurisdictional Class: Competitive

Due Date: 7/1/2015
Negotiating Unit: PS&T

Department: Marketing & Tourism - Publications Unit

Location: 625 Broadway
Albany, NY 12245

Responsibilities:

The incumbent will be responsible for creating interactive and dynamic multimedia, web, and digital layouts, and producing audio and print projects using desktop publishing that is technical in nature requiring advanced skills in computer desktop system hardware and software, including, but not limited to, the following:

Internet

- Creation and optimization of web graphics such as photos, buttons and banners
- Creation of pages using complex rollover actions
- Ongoing creation and development of a series of micro-sites
- Ongoing creation and development of HTML e-newsletters and email bulletins
- Ongoing website content management and updates
- Creation of web accessible interactive PDF documents (saving thousands in print/mail/storage costs)

PowerPoint

- Photoshop integration for creation of slide masters, design templates, themes and backgrounds
- Full organizational and design development of large (100+ slides) PowerPoint shows for marketing promotion and business development
- Deliver advanced multimedia concepts including animation and A/V elements
- Development of shows that include complex charts and graphs
- Automation of presentations including timing and transitions between and across multiple formats
- Expertise in compression allowing presentation to run at best possible quality online or when emailed

Photography

- Photo layout and direction.
- Solicitation and negotiation of freelance and courtesy photography

Print Media

- Design and execute diverse marketing collateral for high profile consumer and business marketing promotions using complex graphic design, illustration and photo manipulation software.

Minimum Requirements:

Open to permanent Multimedia Production Program Specialist 1 incumbents, or reachable on the Multimedia Production Program Specialist 1 eligible list.

Contact Information:

Address: NYS Department of Economic Development
Human Resources Office
625 Broadway
Albany, NY 12245

Fax: (518) 292-5852
E-Mail: DED-HR@esd.ny.gov

Additional: Please forward cover letter and resume to email address above. (*New York State is an equal opportunity/affirmative action employer.*)

6/17/2015