



## Position Announcement

# Multimedia Specialist

## Position Summary

The Multimedia Specialist designs and creates multimedia content. This position works closely with program staff and must demonstrate mastery of online, web-based and digital products; excellent communication and customer service skills; proficiency in instructional design and adult learning principles; and possess a commitment to culturally specific and accessible resources for a wide scope of users using a variety of formats. The Multimedia Specialist provides leadership, support and training to staff for nonstandard platforms, software, and tools. This position is responsible for identifying new technologies, analyzing how they might be used to the organization's benefit, and performing testing, implementation, training and support on selected software and tools.

## Values Statement

PCAR understands sexual violence as a social justice issue and works to prevent and respond to sexual violence within this framework. We are committed to nurturing a workplace that is affirming, inclusive, and respectful of all people and the ways in which they identify across race, class, ability, gender, sexual orientation, age, and other characteristics.

## Essential Duties and Responsibilities

### Online Learning:

- Create or assist staff in creating SCORM online learning courses from content, design, functionality and publishing
- Train and support staff in areas of accessibility, instructional design, and adult learning principles.
- Provide support and assistance with video/audio recording/editing related to podcasts and other online tools.
- Continually research and update standards and best practices related to online course creation
- Maintenance of the Moodle based online learning campus including: uploads, updates, reports, assistance requests, and documentation
- Provide leadership in online learning including building internal capacity

### Multimedia:

- Produce, edit and publish bi-weekly podcasts.
- Create graphics, promotional videos and utilize understanding of basic web design
- Provide assistance to staff for requested multimedia projects and actively participate in the creation of new ideas
- Create videos, animations, podcasts, photography, and other digital media
- Maintain two YouTube channels
- Familiarity with livestreaming of events
- Provide support to staff users as needed related to all multimedia applications.
- Assist staff in creating/adapting materials for web-based or digital-based formats.

**IT Support:**

- Maintain a list of current “nonstandard” (see below) software and hardware being used by staff, to be updated at least annually.
  - iSpring
  - Adobe Connect
  - Adobe Creative Cloud
  - Audacity
  - E-learning management system -Moodle
- Support other members of the IT team as needed to maintain a high level of uninterrupted technology processes for staff.
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**General:**

- Work closely with staff to offer resources in a variety of accessible and creative formats.
- Demonstrated knowledge of DSLR cameras including photographing and video-taping events and effectively producing photography and video.
- Ensure accessibility (including 508 compliance) and user-friendliness of multimedia applications.
- Remain current with new and developing technologies and applications. Research, analyze, and test new technologies and make recommendations for hardware and software additions or upgrades; and which platforms to use for specific purposes.
- Assist with planning and implementing agency-sponsored conferences and events.
- Participate in team and agency meetings, trainings, work groups and events as needed.

**Essential Software:**

- Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, InDesign, After Effects, Premier Pro, Audition)
- Moodle
- E-Learning tools (iSpring or Similar)
- Audacity or other audio editing software
- Word, Excel, PowerPoint, and Outlook

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply

online at [pcar.org/employment](http://pcar.org/employment) by October 7, 2021.

## Who We Are

Founded in 1975, PCAR works to end sexual violence and advocates for the rights and needs of all sexual assault victims. PCAR partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania. PCAR:

- Ensures that communities have access to quality victim services and prevention education by providing funding, training, materials and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Provides resources and training on sexual assault-related issues to professionals across the Commonwealth.
- Promotes public policies that provide protections and services to victims of sexual violence, hold offenders accountable, and enhance community safety.
- Launched the Sexual Violence Legal Assistance Project in 2018 to provide holistic legal services to survivors of sexual violence.
- Works with media to increase public awareness, access to accurate information, and ethical reporting practices.
- Operates the National Sexual Violence Resource Center (NSVRC), which identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. The NSVRC also is a partner in a collaborative effort with the National Alliance to End Sexual Violence (NAESV), and the California Coalition Against Sexual Assault (CALCASA)–PreventConnect to operate RALIANCE. RALIANCE was founded in 2015 through a multimillion dollar seed investment by the National Football League with a mission of ending sexual violence in one generation. RALIANCE promotes prevention by awarding grants, advancing research, policymaking, and more.
- Operated AEquitas: The Prosecutor's Resource on Violence Against Women from 2009 until the organization became an independent 501(c)(3) on October 1, 2015. PCAR founded AEquitas and was responsible for its financial management while AEquitas project staff implemented training, case consultation, technical assistance and the development of practical resources for prosecutors and justice professionals around the world. PCAR and AEquitas will continue to work closely together as collaborative partners to help identify emerging issues and strategies that could affect investigations and prosecutions of sexual violence and related cases.

## Equal Employment Opportunity Commission

PCAR provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.