

## Instructional Multimedia Designer

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Approval Date:

Reports To: Assistant Director, Teaching and Learning

Approved By: Executive Dean & CEO

FLSA Status: Exempt

The Foundation for Advanced Education in the Sciences (FAES), Inc., is an entrepreneurial non-profit organization, located at the National Institutes of Health in Bethesda, Maryland, which conducts advanced educational programs and activities to promote the productivity and attractiveness of professional life on the NIH campuses. FAES programs complement the work of NIH in accomplishing its mission of research and training in the biomedical sciences and FAES seeks to continue to create and sustain cutting-edge programming in all operational areas. We provide full-service event and conference management services as well as limited housing for members of the NIH community and affiliated organizations.

**Position Description:** The Instructional Multimedia Designer is considered a subject matter expert (SME) in the strategic and operational management and implementation of activities related to the conception, design, creation, development, and production of digital media for diverse audiences. This role uses advanced multimedia technologies such as graphic design, multimedia authoring, web development, advanced publishing digital video acquisition and production, professional media acquisition and/or two or three-dimensional animation and visualization to assist with the development and implementation of FAES Academic Programs online courses. Functions may include conceptualizing, developing, designing, producing, editing, and directing media projects; or the operation, maintenance and/or oversight of media facilities, production, and distribution-related activities.

### **Responsibilities:**

- Develop appropriate strategies for implementing multimedia technology across a broad range of courses, workshops, and conferences
- Design, edit, and integrate digital content, graphics, animation, photography, illustrations, and other multimedia visualization and imaging products
- Support content authors to ensure multimedia products reflect overall mission
- Design and develop content style and layout
- Create presentation and communication templates for faculty
- Create proofs, prototypes, mock-ups, wireframes, user journey maps, and other visual aides
- Prepare draft versions and presents ideas to those with and without creative acuity.
- Produce multimedia content for online and hybrid courses that is engaging, high-quality, accessible, and consistent with FAES brand guidelines
- Create multimedia content suitable for multiple media outlets, including web and mobile devices.
- Collaborate in the creative direction and oversee the development of video and audio content
- Oversee pre-production, production, and administrative activities to ensure deliverables meet time, quality, accessibility, and academic requirements - including permissions and copyright regulations
- Develop and implement system to standardize the organization and archiving of multimedia assets
- Create and implement design guidelines for multimedia content produced
- Plan, schedule, and facilitate multimedia production, for example, by organizing schedules for the recording spaces and faculty
- Establish long- and short-term goals for multimedia production and develop strategies to execute them

- Research and implement multimedia trends and improvements to support the growth of FAES services and to stay competitive and relevant
- Comply with accessibility standards, contractual obligations, confidentiality and privacy policies, and style and standard guidelines
- Participate in the development of strategies for user experiences; make recommendations to enhance learning and/or user engagement
- May assist with the design and maintenance of FAES websites including development of new functionality, content updates, style and layout, and accessibility
- Serve as a producer or manager of large projects and draw together complex needs into a single package
- Proactively schedule and manage multiple concurrent multimedia production projects to ensure adherence to deadlines
- Provide consultation to faculty and staff in the design and structure of multimedia solutions for active and collaborative, computer-mediated, and distributed learning
- Provide advice and guidance in the design of systems, concepts, and solutions
- Lead projects related to multimedia technologies development
- Design the strategic multimedia technology direction of the department
- Integrate the activities of several learning technology areas and/or initiatives to build comprehensive strategies for applying technology in teaching and/or information delivery
- Collaborate with faculty and instructors to create alternative digital media and visualization techniques and deploy advanced technologies
- Collaborate with faculty to develop multimedia content that aligns with course goals
- Create engaging, accessible, and high-quality multimedia content that is consistent with FAES brand guidelines
- Conduct multimedia training sessions for faculty
- Assist with development of policies and procedures for product development and delivery
- Meet and negotiate with faculty to coordinate projects and resolve problems
- Serve as liaison with other institutions, external organizations, and committees, as well as vendors
- Schedule vendor demonstrations; analyze and evaluate vendor proposals; determine the feasibility of proposals and provide or evaluate cost benefit analyses as appropriate
- Coordinate several programs, services, and staff to assist faculty in identifying and deploying appropriate course technology

**Qualifications:**

- Bachelor's degree, Master's degree preferred
- 5+ years of relevant experience
- Proven ability to conceptualize multimedia elements based on requirements
- Proficiency in industry-standard software and hardware
- Proficiency in Panopto and VoiceThread
- Knowledge of performance of multimedia assets within the digital learning environment
- Proficiency in a variety of synchronous and asynchronous video software technologies that support teaching and learning, particularly those that integrate into a learning management system
- Understanding of pedagogical best practices for adult learners
- Understanding of accessibility standards and best practice
- Proficiency in troubleshooting and working collaboratively in a fast-paced environment
- A keen eye for aesthetics and details

- Ability to conceptualize and produce original content
- Understanding of principles, practices, techniques, industry standards, and emerging trends in multimedia production
- Project management experience
- Ability to multi-task and work cooperatively with others
- Excellent problem-solving skills, attention to detail, and the ability to effectively multi-task
- Outstanding communications skills with strong interpersonal, written and verbal skills
- Strong time management and prioritization, planning and organizational skills
- Ability to effectively interface with staff, students, and faculty
- Solid proficiency in MS Office (Word, Excel, PowerPoint, etc.)
- Must be able to pass a NIH background check to be employed at FAES

**Physical Activity Requirements:** Must possess mobility to work in an office setting and to use standard office equipment, including a computer, stamina to maintain attention to detail despite interruptions, strength to lift and carry boxes weighing up to twenty-five (25) pounds, and be seated for extended periods.