

Professional Job Position Description

Section I: Position information

Effective date	2025-03-01	<input checked="" type="checkbox"/> Update only	<input type="checkbox"/> Classification review
Position title	Multimedia Web Specialist		
Position number	999724, 999726, 999728, 999729, 999875		
Classification level	B		
Position affiliation	<input checked="" type="checkbox"/> AUFA <input type="checkbox"/> Excluded		
Location	Home Office, Alberta		
Department	Faculty of Humanities and Social Sciences		
Reports to	Associate Dean of Research and Learning		

Position summary

Briefly describe the main purpose(s) of the position.

Reporting to the Associate Dean of Research and Learning, this position is responsible for the ongoing development and maintenance of FHSS undergraduate and graduate courses by providing a full range of web content development and course delivery related processes. The Multimedia Web Specialist position is an integral member of the professional course teams which include Coordinator, Course Design and Development, Course Production Editors, Learning Designers and Visual Communication Designers.

This position:

- utilizes a broad, in-depth technical understanding of, and proficiency in course development using web content development processes.
- analyzes resources, makes recommendations regarding changes or enhancements to the resource(s), and works with the course teams to update or create new resources that comply with AU guidelines and usability standards.

The incumbent must:

- function in a demanding and fast-paced environment that is subject to numerous schedule and priority changes.
- exhibit adaptability and competence with new technologies and software.

The Multimedia Web Specialist position works closely with the Coordinator, Course Design and Development to develop and promote a professional and consistent brand identity following editorial/design quality standards for various web-based and digital materials.

This position requires a broad range of technical expertise, intermediate analytical skills and excellent interpersonal skills.

Duties and responsibilities

Organize by key responsibility area and include % of time spent where possible.

Expected workload distribution will be as follows:

70% web-based content development and maintenance, utilizing: Content Management Systems (CMS), Learning Management Systems (LMS), Creative Cloud Apps, University systems, student information systems (SIS), and various other web content development systems and programs

10% construct, reproduce and manipulate images, audio, video and other multimedia

10% Digital Reading Room (DRR)

5% Platform conversions/file management

5% myAU course links student portal support

- Follows unit procedures for the application of project management methodology to evaluate, develop, and/or maintain projects.
- Assesses new standards, technologies, and trends, for the purpose of formulating strategies and plans for future enhancement of web resources.
- Expand technical skills as required.
- Negotiates solutions to conflicting priorities.
- Identifies gaps between FHSS course development practices and AU and/or web standards.
- Participate in the evaluation of institutional systems as required.
- Performs duties such as posting and revising text in an online environment. Attention to detail is paramount in ensuring that online content and documents are accurate, syntactically correct, and formatted in accordance with best practices, Athabasca University standards, and web standards. Considerable experience with editorial markup, conversion to/from various platforms, HTML/HTML5 mark-up, CSS, templates, and digital typography is essential. A familiarity with XML is also required.
- Works closely with course team members to develop and produce accessible online course materials in compliance with AU specifications and web standards.
- Must be able to reproduce and convert graphic illustrations and video using Adobe Creative Cloud apps.
- Organizes master documents into a digital/web format to facilitate the development of course websites.
- Converts a variety of file formats including but not limited to, microcomputer-based word processing programs/software (primarily MSWord) to web-compatible formats.
- Troubleshoots and responds to various maintenance requests.
- Attends web authoring meetings and/or information offerings and keeps up to date on current issues in web authoring.
- Adheres to strict standards in regard to unit organizational procedures with emphasis on accurate file management practices.
- Assists in the orientation and training of new staff members.

- Collaboratively develop and maintain procedures and best practices on an ongoing basis.
- Works with library staff and course team members on the creation and/or maintenance of Digital Reading Rooms.
- Develops and maintains course information for the myAU student portal.
- Communicates both professionally and effectively with all levels of staff within the unit, the department, and the institution.
- Other duties include daily reporting, preparation of materials, and tracking of materials for production.

Occupational health and safety

Employees:

Responsible to participate in the AU OHS program as required.

Supervisors:

Responsible for awareness of one's OHS Responsibilities as an AU employee and supervisor, for participating in the AU OHS Program as required, and for ensuring the participation of employees in the AU OHS Program as required.

See: <https://ohs-pubstore.labour.alberta.ca/li008>

Classification factors

Communication

A large component of communication for this position will be to interpret information to resolve problems. However, in serving on design teams, the incumbent must also be able to persuade and counsel team members regarding appropriate solutions to problems, conjuring the cooperation required to reach project objectives and ensure that the implementation of digital/web content remains consistent with established standards.

Strong client-relations skills are essential to this position including regular, ongoing working relationships with Learning Designers, , Course Production Editors, Visual Communication Designers, Coordinator, Course Design and Development , and Copyright personnel.

The incumbent must be able to:

- communicate effectively with staff at all levels to negotiate solutions to problems of conflicting priorities and/or preferences.
- judge when a situation requires escalation to the attention of the Coordinator, Course Design and Development.

The position requires the ability to work as part of a team, be persuasive, discrete, and diplomatic. A strong understanding of AU's culture is required as is the ability to identify motivational points in others.

This position requires a high level of understanding of technical information; the incumbent requires the ability to communicate technical information at various levels of sophistication, both verbally and written, in a professional manner.

Participates in and/or serves on University committees.

Supervision

Acts as a resource/advisor for other web authors and Multimedia Web Specialists. There may occasionally be a requirement to act in the absence of the Coordinator, Course Design and Development.

Impact of service or product

The course materials files are AU's most important resource; it is crucial that the work of the Multimedia Web Specialist be completely accurate.

The position has the potential to positively or negatively impact the educational experiences of our students and AU's reputation as a quality provider of distance education. The impact of errors is extremely high.

The incumbent must be knowledgeable of AU's short- and long-term strategic goals and ensure that all course development supports those goals.

Independence of action

Actions and results are usually reviewed for soundness, appropriateness, and conformity to policy and requirements by the Coordinator, Course Design and Development. However, the ability to work independently at organizing, researching, planning, and implementing tasks is essential. The incumbent must be able to balance long- and short-term maintenance requests with the requirement to meet development deadlines.

Responsible for orientation and training; identifying essential procedures and exchanging information within the unit and FHSS.

Assist peers with troubleshooting and technical support.

Responsible for generating complete, accurate online/digital materials.

Accommodates ongoing changes in priorities in order to produce work that meets deadline demands and updates.

Make complex decisions independently to resolve challenges and meet deadlines.

Assists in the recruitment, screening, and hiring of personnel in the Unit when required.

Complexity

The Multimedia Web Specialist responds to a wide range of issues and must have a diverse set of skills to draw upon. Every online resource has its own unique set of problems; the appropriate analytical tool(s) must be selected and utilized correctly. The results must be analyzed correctly and then acted

upon in the correct manner. Any failure within this chain has the potential to result in a significant financial loss to the university.

The Multimedia Web Specialist must have advanced skill in a variety of technical and social fields. This list includes (but is not limited to) web applications, protocols and standards, HTML/HTML5, XML, PHP, JavaScript, information architecture, usability, accessibility, project management, diplomacy, negotiation, and facilitation. The position requires keeping pace with a broad range of technologies and ongoing skill upgrading to maintain an acceptable level of expertise. Attention to detail and the ability to plan multiple simultaneous projects are essential.

The incumbent reviews changes in web technologies, standards, and processes to inform the evolution of guidelines for course development at AU.

This position utilizes problem solving and critical thinking skills.

The position requires an excellent understanding of AU policy, procedures, and strategic goals. The position interacts with all other AU units so the incumbent must be familiar with AU staffing and be sensitive to AU's culture.

Planning

Assist in the synchronization of workflow in a course development/production-oriented environment.

Is involved in the assessment of existing or potential departmental systems through the creation of usability tests, etc. Participates in the formation of evaluation criteria lists and provides recommendations.

Exhibit strong file management skills, organizing files, and archiving records in a cohesive manner.

Effective use of time is crucial so as to not interrupt the delivery of resources and services.

The position requires the ability to evaluate existing resources for compliance with AU guidelines and current best practices and assist with planning new initiatives with future technical requirements in mind to minimize the need for ongoing maintenance.

Extensive knowledge of the strengths and weaknesses of current AU policy and procedure are required to evaluate the potential impact of new tools or technology.

The position requires the ability to think in abstract terms, visualize disorganized data structures, and plan a means to re-organize the data into a cohesive whole.

This position will have several ongoing projects with competing deliverable deadlines. Incumbent must be able to handle a high volume of work with rapid turnaround times in conjunction with managing/prioritizing multiple tasks and project details.

The Multimedia Web Specialist must have excellent negotiation and time management skills.

Signatures for section I

Incumbent signature		Date Select a date.
Supervisor signature		Date

Section II: Qualifications

Qualifications

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position not the incumbent.

This position requires a relevant degree and two years increasingly responsible experience, or a two-year diploma preferably in Computing Technology or a related discipline along with five years of increasingly responsible experience in web applications or electronic publishing, or an equivalent combination of education and experience.

The incumbent must have:

Advanced knowledge of digital typography, layout, editorial markup, command coding, measures, and terminology. Strong design, conceptual, and typographical skills, plus a disciplined eye for detail.

Advanced knowledge of HTML/HTML5, CSS, XML, and code validation.

Excellent communication skills and an exceptional understanding of English usage, punctuation, and spelling.

Proficiency with Microsoft Office (Word, Excel), Adobe Creative Cloud Apps (Adobe Acrobat, Illustrator, Dreamweaver, Photoshop, Premiere Pro), and other software used in publishing course materials. Experience with Content Management and Learning Management Systems.

Knowledge of current internet standards, including web browsers, browser specifications, and cross-browser compatibility. Incumbent should be up to date on W3C standards, Web Content Accessibility Guideline (WCAG), and Section 504 & 508 of the Rehabilitation Act..

Ability to complete multiple tasks concurrently and deliver results (under pressure) in a fast-paced, team-focused environment. Ability to work independently and collaboratively. Must be self-directed and highly motivated.

Excellent abstract thinking skills, as well as troubleshooting, diagnostic, and problem-solving skills

Signatures for sections I and II

Department Head signature		Date
Executive Officer signature		Date
Human Resources review		Date