

## Professional Job Position Description

### Section I: Position information

Effective date	2025-09-01	<input type="checkbox"/> Update only	<input type="checkbox"/> Classification review
Position title	Multimedia/Web Specialist		
Position number	A99727		
Classification level	Professional B		
Position affiliation	<input checked="" type="checkbox"/> AUFA <input type="checkbox"/> Excluded		
Location	Home Office		
Department	Faculty of Science and Technology		
Reports to	999747 – Course Production Coordinator		

#### Position summary

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

Develops and maintains FST undergraduate and graduate courses by providing a full range of web content deployment services, multimedia products, and processes related to course delivery. The incumbent requires a broad range of technical expertise and excellent interpersonal skills.

Utilizes a broad and in-depth technical understanding of, and proficiency in, course development using up-to-date digital multimedia processes. Analyzes course resources, makes recommendations regarding changes or enhancements to the resource, and works with the course teams to update or create new resources that comply with AU guidelines and usability standards.

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

Serves as an integral member on course development teams throughout the course design and development process, guided by best practices.

Applies critical thinking skills to trouble-shoot and solve problems that arise on any matters related to course development and revision.

#### Duties and responsibilities

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

#### Course Development and Maintenance

- Works closely with course team members to produce and maintain courses in Athabasca University's Learning Management System (LMS).
- Participates in the course development production process including: course team meeting discussions; organizing and validating master documents received from other course members; producing web-based course content; deploying web content and creating learning activities in the LMS or other web content servers;

finalizing courses based on team review results; and enabling courses on production servers.

- Plans and implements production tasks, processes, and schedules for each assigned course, as per established process and standards.
- Coordinates tasks and monitors progress of course projects.
- Creates and updates web-based and multimedia content through LMS, Adobe Creative Cloud, Office 365 suite, AU publishing systems, and various other web and multimedia systems and programs.
- Demonstrates great attention to detail when posting or revising text in an online environment to ensure that online content is accurate and documents are both syntactically correct and formatted in accordance with FST best practices and AU standards.
- Converts a variety of file formats to web formats and deploys them in the LMS based on the course instructions.
- Produces interactive courseware and learning objects with JavaScript, CSS, Adobe Creative Cloud, and other software.
- Ensures that all interactive features and embedded linkages function effectively and are thoroughly checked.
- Tests and evaluates merits of software, tools, and plugins that are used to produce course web content.
- Sets up course shells, eText links, resources, and activities in the LMS and ensures that the settings meet the pedagogical needs.
- Works with the team to make online course materials accessibility-compliant using FST specifications and AU standards.
- Works with the team through the FST course-tracking system (CTS) on new courses and major or minor revisions.
- Assists with various maintenance requests for active courses through the CTS.
- Identifies and, where appropriate, recommends and implements solutions to technical problems that arise during course development. If necessary, refers technical challenges or problems to the appropriate FST member(s) for technical assistance.
- Works closely with course team members in the creation of digital reading files that source Library materials assigned in courses; may also work closely with Library staff to resolve Digital Reading Room issues such as login access to the database or population of or display of videos or reading files.
- Adheres to strict standards regarding FST organizational procedures, with emphasis on accurate file management practices.
- Maintains a strong institutional identity and consistency in course and project design.
- Follows faculty procedures for the application of project-management methodology to the evaluation, development, or maintenance of projects.

- Creates and maintains documentation and step sheets for working with course-related software and tools, and develops and maintains procedures and best practices on an ongoing basis.
- Assesses new standards, technologies and trends (e.g., dynamic media), and formulates strategies and plans for future enhancement of web resources and learning activities.
- Expands technical skills as required.
- Negotiates solutions to conflicting priorities.
- Identifies gaps in CSS (all levels) and other standards.
- Participates in the evaluation of institutional systems as required.

### **Visual/Graphic Design**

- Reproduces vector art illustrations, converts image file formats as needed, and produces multimedia presentations for use in AU courses (e.g., interactive video, audio, PowerPoint presentations, educational games, or movies). May also contribute to discussions of required design elements during the production of course materials and LMS course shells.

### **Other Responsibilities**

- As requested by management, acts as the FST representative on special or external projects (e.g., LMS upgrades), including participating in all phases of the project life cycle, making recommendations on behalf of the faculty and adhering to project deadlines.
- Investigates opportunities for improvement in course-development and production processes.
- Routinely assists in planning, organizing, writing and preparing presentations as requested, and conducting course development and production workshops.
- Attends position-related meetings as scheduled.
- Participates in and serves on university committees.
- Maintains records of course-related work performed for purposes of FST monthly and annual reporting.

### **Occupational health and safety**

Employees:

Responsible to participate in the AU OHS program as required.

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

### *Classification factors*

#### **Communication**

Continually required to interpret information in order to resolve problems. In serving on design teams, persuades and counsels team members regarding appropriate solutions to problems, and

obtains the cooperation required to reach project objectives and to ensure the consistent implementation of established web standards.

Demonstrates strong client-relations skills. This includes maintaining regular, ongoing working relationships with learning designers, course coordinators, course production coordinators, and copyright personnel.

Communicates effectively with staff of all levels in order to negotiate solutions to problems of conflicting priorities or preferences. Must be able to judge when a situation should be escalated to the attention of the Dean, FST.

Works effectively as part of a team, and is persuasive, discreet, diplomatic, and respectful. Has a strong understanding of AU's culture, and the ability to identify motivational points in others.

Understands and is able to communicate technical information at various levels of sophistication, both verbally and in writing, in a professional manner.

### Supervision

Acts as a resource/advisor for other course development team members.

Acts as an FST representative on specialized teams within the faculty and externally in the undertaking of course development and production-related special projects.

### Impact of service or product

It is crucial that the work of the Multimedia/Web Specialist (MWS) be completely accurate because the course materials files are AU's most important asset.

The position has the potential to positively or negatively impact the educational experiences of AU 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 development supports those goals.

### Independence of action

Actions and results are usually reviewed for soundness, appropriateness, and conformity to policy and requirements by the Dean, FST. However, the Multimedia/Web Specialist (MWS) is expected to work with minimal supervision in organizing, researching, planning, and implementing tasks. The incumbent must be able to balance long- and short-term course production requests with the requirement to meet development deadlines.

Responsible for generating complete and accurate online materials. Is given considerable latitude to make production decisions provided that they comply with approved course development policies and procedures and established AU production standards.

Often makes complex decisions independently in order to resolve challenges and meet project deadlines.

Is instrumental in determining and accommodating ongoing changes in priorities in order to produce work that meets deadline demands.

Works closely and consults with team members throughout the course development and production process and ensures that course quality standards are maintained.

Assists peers with troubleshooting and technical support as necessary; this includes investigating, recommending, and occasionally implementing solutions to technical problems that arise during course production.

Is responsible for the orientation and training of staff on any course-specific features, best practices, etc., as required; identifying essential procedures and exchanging information within the faculty.

Participates, and makes decisions as FST representative, on specialized teams in the undertaking and streamlining of course development and production-related special or external projects.

### Complexity

The MWS responds to a wide range of issues and has the ability to rigorously analyze completed course materials ready for web formatting and resolves or advises the course team of any significant production issues that need to be addressed. As every online resource has its own unique set of problems, the appropriate analysis tools must be selected and used in the correct way. 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 MWS works in a rapidly changing, diverse, and technological environment. Keeps pace with a broad range of technologies and upgrades skills on an ongoing basis to maintain an acceptable level of expertise. Possesses advanced skill in a variety of technical and social fields. This list includes (but is not limited to) web applications, protocols and standards, HTML, CSS (all levels), JavaScript, information architecture, usability, accessibility, project management, diplomacy, negotiation, and facilitation. Utilizes problem-solving, critical thinking, analytical, and multi-tasking skills.

Coordinates multiple projects simultaneously and continually adjust priorities to meet deadlines while maintaining close attention to detail.

Must be able to develop and communicate new processes and guidelines when necessary based on changes in web technologies, standards, and processes.

Possesses an excellent understanding of AU policy, procedure, and strategic goals. Interacts with all other AU units, and is familiar with AU staff and sensitive to AU's culture.

### Planning

Assists in the synchronization of workflows in a course-development/production-oriented environment.

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

Exhibits strong file-management skills and archives records in a cohesive manner.

Uses time effectively so as to not interrupt the delivery of resources and services.

Is able to evaluate existing resources for compliance with AU guidelines and current best practices. Assists with planning new initiatives, keeping future technical requirements in mind (e.g., FST's course tracking system: development features, functions, and improvements) to minimize the need for ongoing maintenance.

Evaluates the potential impact of new tools or technology based on extensive knowledge of the strengths and weaknesses of current AU policy and procedures.

Can think in abstract terms and visualize ways to re-organize disorganized data into a cohesive whole.

Is able to manage several ongoing projects with competing deadlines. Handles a high volume of work with rapid turnaround times and manages/prioritizes multiple tasks and project details. Possesses excellent negotiation and time-management skills.

#### *Signatures for section I*

Incumbent signature		Date Select a date.
Supervisor signature		Date Select a 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:

Extensive experience and skills in HTML5, XHTML, CSS (all levels), XML, XSLT, JavaScript, code validation, and in using an LMS (e.g., Brightspace, Moodle).

Advanced knowledge of typographic, layout, interactive, audio-visual, illustration, photography, editorial markup, typesetting rules and logic, command coding, measures, and terminology. Strong design, conceptual, and typographical skills and a disciplined eye for detail.

Proficiency with Office 365 Suite (Outlook, Word, PowerPoint, SharePoint, OneDrive, Excel, Calendar, etc.), Adobe Creative Cloud (Adobe Acrobat, Illustrator, Dreamweaver, and Photoshop) and other software (e.g., LaTeX) used in publishing course materials. Extensive experience with Learning Management Systems.

Knowledge of current internet standards, including web browsers, browser specifications, and cross-browser and cross-device compatibility. Incumbent should be up-to-date on W3C and 508 accessibility compliances.

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

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 Select a date.
Executive Officer signature		Date Select a date.
Human Resources review		Date Select a date.