JOB PROFILE

ADMINISTRATIVE DETAILS

POST NO:	**Marketing _ Aug 2018**
JOB TITLE:	**Multimedia Designer**
CAMPUS:	**Howard College, Durban, KZN**
START DATE	**1 September 2018 – 2 Year fixed term contract (renewable)**
REPORTING STRUCTURE:	**Marketing & Sales Manager**

INTRODUCTION

UKZN Extended Learning is a rapidly growing continuing education subsidiary of the University of KwaZulu-Natal. We are looking for a creative, passionate and innovative individual with the relevant qualifications and work experience, to join our Marketing Team as a Multimedia Designer.

PURPOSE OF THE JOB

To produce high quality creative digital marketing material for use in electronic and online platforms and to format and to anchor the online Learner Management System (LMS) content channels and system.

KEY ACTIVITIES

- Updating and maintenance of UKZN Extended Learning (UEL) website, multimedia online courses and system parameters
- Website administration (i.e. weekly updates, banners, adverts, latest products, competitions).
- Creation and loading of monthly documentation
- Ensuring all pages are search engine optimised (SEO)
- Create links/banners to and from UEL website
- Support and drive design changes on UEL website
- Layout and design of monthly electronic newsletter, advertisements, online forms, questionnaires, flyers, etc.
- Investigate, recommend and support e-learning platforms
- Create a database segmenting customers by demographics, location, industry
- Analysis of sales/marketing information, with recommendations to the management team

- Monthly reports (table and graphical) – website usage using Google Analytics, customer segments using Softline ACCPAC, Softline Sage CRM + Mail Chimp and Business Intelligence Tools
- Provide technical support in direct media campaigns such as electronic newsletters, mail merges, mass emails, mass SMSs, etc.
- Meet deadlines for submission of inputs to digital/online publications
- Conversion of file formats from one form to another for reading, sharing, publishing
- Provide technical support for social media platforms such as LinkedIn, Facebook, Twitter
- Work as part of a customer-centric environment
- Event Management:
    - Setup of sound, projector and Corporate Video
    - Photography
    - Videography (Event snippets)
- Photography and video for online learning experience
- Rudimentary animation skills for video
- Streamlining workflow with technological solutions
- Troubleshooting across media and ability to suggest technology solutions for problems faced by the company
- Special projects / Ad Hoc duties that may arise from time to time (which is not described above)

MINIMUM QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST

EDUCATIONAL REQUIREMENTS		- Adobe Creative Suite experience and qualification (Photoshop, Illustrator, In Design, Dreamweaver, Premier Pro, After Effects) - Degree in Communication/ Marketing/ Digital Arts or Multimedia or related qualification
EXPERIENCE	IN YEARS	3+ year experience in Digital Media and Graphic Design and related new media - Solid understanding and track record of banner advertising and digital media placements with tracking

IN ADDITION TO THE ABOVE	
SKILLS AND COMPETENCIES REQUIRED FOR ROLE	- Team player with excellent relationship building skills - Excellent project management skills, highly organised with the ability to multitask effectively - Excellent art-work capabilities - Copywriting and copy-editing skills and experience - Management and coordination of all parties involved with a project - Ability to translate a creative brief - High degree of literacy coupled with accuracy skills - Proficiency in all current major graphic design applications - specifically Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Premier Pro, After Effects and Acrobat - Creative flair with a high level of technical ability - Experience of HTML, XML, CSS and Web Standards a big advantage - Mobile application design skills and experience - Web development skills and experience - Content management platforms design and development (e.g. WordPress) - Onsite/offsite search engine optimisation (SEO) knowledge and implementation / management / tracking experience an advantage - Knowledge of print production: retouching of images and colour correction - Layout and typography - Recording maintenance - Excellent communication skills especially English writing skills - PC literate in all MS applications - Ability to use initiative and to work unsupervised - Problem solving abilities - Valid driver's license
ADVANTAGES:	- Previous work experience at a higher educational institution or commercial service sector environment - UX and UI design experience