

# Multimedia specialists: job description

**What does a multimedia specialist do?** Typical employers | Qualifications and training | Key skills

Key responsibilities of the job include:

- meeting and liaising with clients to discuss briefs, requirements and project progress
- making technical recommendations
- producing, demonstrating and receiving feedback about ideas
- creating multimedia designs in liaison with animators, programmers, writers, video producers, sound engineers and artists
- developing and using skills and expertise in appropriate design packages such as Photoshop, In Design and After Effects
- keeping up-to-date with technological and software developments
- testing products for errors and making amendments.

There can be some pressure to meet deadlines, when extra hours may be required. Promotional prospects are excellent for employees willing to change job regularly and to move into managerial positions.

## Typical employers of multimedia specialists

- Retailers
- Software/multimedia houses
- Central government
- Charities
- Telecommunications companies
- Advertising agencies
- Local authorities

- Engineering firms
- IT consultancies
- Computer games companies
- Insurance brokers
- Manufacturers
- Publishers
- Educational organisations

They also work for large corporate organisations with in-house websites, multimedia and new media departments.

[Advertise here](#)



Vacancies are advertised online, by careers services and recruitment agencies, in newspapers and trade publications including *Computing*, *Marketing Week*, *Campaign*, *Computer Weekly* and their respective websites.

Relevant experience from paid or voluntary placements or vacation work is desirable, together with familiarity with a range of computer design packages. It is also helpful to provide employers with links to, or samples of, multimedia products that you have designed.

## **Qualifications and training required**

Although you don't technically need a degree for entry into this profession,

it is unusual for applicants to be successful without one.

A degree or HND in any subject is acceptable for entry, although employers often prefer candidates with technical or creative qualifications such as graphic design, 3-D design, illustration, multimedia technology, IT, business information systems and computer science.

To find out how to get into a career in this area via a school leaver route, visit the [media section of TARGETcareers](#), our website aimed at school leavers.

## **Key skills for multimedia specialists**

- Confidence
- A good eye for design, layout and detail
- Imagination and creativity
- Patience
- Time management skills
- Organisational skills
- Analytical skills
- Problem-solving skills
- Communication skills

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