

Digital Media Specialist

Job Code 50021194

General Description

Responsible for facilitating the creation and implementation of digital media content in various formats and on various platforms.

Examples of Duties

Create a strategy and make recommendation for implementation of various types of media content.

Assist in building and distributing this content across various applicable platforms.

This includes generation of media content in preparation for distribution.

Assist in various storage and preservation methods and standards for digital content.

Assist in the coordination of digital communications activities.

Knowledge, Skills, and Abilities

Knowledge of: University policies and procedures; MS Word and other computer software; digitization standards and procedure.

Skill in: working as a team member; problem solve to develop best solutions; working creatively.

Ability to: write technical procedures; read manuals and standard practices, calculate intermediate math, explain technical problems to non-technical staff, operate medium/large format digital cameras, train and instruct, manage multiple priorities and projects.

Experience and Education

To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills and abilities.

Other Requirements