Job Description – Digital Media Specialist

Primary Role:

The Digital Media Specialist will be the primary leader in the use of digital media for marketing, academic support, and campus-supported endeavors. The primary role will involve the development of finished digital media projects, collaborate and act as a mentor with students, and provide input on leading edge digital media hardware and software. This position is ultimately responsible for the management and oversight of the Digital Media Zone (DMZ).

Typical Duties and Responsibilities:

1. Direct marketing and enrollment video productions
2. Consult and advise faculty on the use of digital media in the classroom
3. Sponsor internships that involve digital video components
4. Work with the academic IT department in support of their digital media POE
5. Develop grant proposals that support digital media endeavors
6. Supervise DMZ staff, students, and interns
7. Perform outreach with active community involvement of media projects
8. Work with local business groups to help develop digital media objectives
9. Deliver training classes that involve digital media hardware and software
10. Perform related duties as assigned.

Supervision Required/Given:

This position is supervised by the Associate Vice President and CIO under general guidelines and direction and must be able to work cooperatively and collaboratively with others.

Position Qualifications:

1. Knowledge and abilities normally acquired through a Bachelor’s Degree in a digital media related discipline or equivalent combination of education and work experience.
2. At least 2 years experience with exposure to digital media manipulation
3. Solid knowledge of Photoshop, Final Cut Pro, DVD Studio, multitrack audio recording and editing software such as Audition or Soundtrack Pro in addition to familiarity with consumer level applications like iMovie, GarageBand, MovieMaker and Photostory.
4. Familiarity with narrative and illustrative conventions and techniques in temporal media. Ability to consult and provide compositional guidance to faculty, students and staff on media projects.
5. Ability to work closely with various members of the college community in concept and project development to meet their needs.
6. Very strong photographic, videographic skills
7. Ability to plan and schedule complex productions, organize and manage student production teams and meet deadlines.
8. Very strong interpersonal communication skills. Ability to communicate technical information to non-technical personnel. Must also demonstrate experience working in a team-oriented environment.
9. Experience with both PC’s and Mac’s a plus as well as a wide variety of software applications.
10. Background check required.