

DRURY UNIVERSITY JOB DESCRIPTION

JOB TITLE: Digital Content Specialist

DEPARTMENT: Web Communications

DATE: August 1, 2014

SCHEDULE: Flexible – 20 hrs/wk

REPORTING SUPERVISOR: Web Editor

FLSA: *Non-exempt*

JOB FUNCTION:

The Digital Content Specialist is responsible for utilizing a variety of digital tools to plan, create and deploy online multimedia content, including alumni and student profiles that appear on drury.edu. The Digital Content Specialist will film short interview sessions, help prepare them for web publication, and write feature content to accompany the videos. In addition, the Digital Content Specialist will assist the Web Communications staff in other online feature content creation and publication across drury.edu.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related instructions as requested by the supervisor, subject to reasonable accommodation.

	<i>Percentage of Time</i>	<i>Frequency</i>	<i>Description</i>
1.	60%	Ongoing	Creates online multimedia profile presentations of students and alumni, including written features, photos and video.
2.	25%	Ongoing	Uses Drury's content management system, digital production tools, and web publishing software to assist in publication of general and feature content to drury.edu.
3.	10%	Ongoing	Works with other Web Communications staff to meet project requirements.
5.	5%	Ongoing	Assists campus departments with basic video needs, including recording special presentations

MINIMUM KNOWLEDGE SKILLS AND ABILITIES REQUIRED:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All job requirements listed indicate the minimum knowledge, skills, and/or ability deemed necessary to perform the job proficiently. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong computer skills and understanding of digital media are required.
2. Strong writing and organizational skills.
3. Knowledge of basic interviewing skills.
4. Attention to detail and sense of effective presentation.
5. Ability to view computer screens/monitors.
6. Basic photography and videography skills preferred.
8. General knowledge of the Internet and its various uses.
9. Ability to conduct business over the phone, via email, and face-to-face in a friendly, professional manner.
10. Excellent interpersonal communications skills are required for communicating effectively with students, alumni, faculty, and staff.
11. Ability to prioritize tasks and adapt as situation demands.
12. Ability to remain calm under stress and meet deadlines.
13. Ability to work independently and to organize tasks.
14. Ability to set goals and complete assignments in a timely manner.
15. Ability to think logically in problem solving.
16. Possess enthusiasm for learning new technologies.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger or feel; and talk or hear. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception.

WORK CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.