



JOB TITLE: DIGITAL MEDIA AND DESIGN SPECIALIST

Classification: Classified
Salary Range: 35

Retirement Type: PERS*
Revised/Board Approved: November 17, 2014

BASIC FUNCTION:

Under the direction of an assigned supervisor or director, create and edit skilled graphic and digital media for print and online, including Web, social media, and print-materials for promotional and informational purposes. Responsibilities include the production and design of ads for various platforms, including, but not limited to: print, online, audio and video. Also perform a variety of digital media duties including preparing promotional and digital material for advertising and informational purposes; operate computers, digital cameras, Web and graphic software, and other equipment and programs, related to digital and print media.

REPRESENTATIVE DUTIES:

Design and create official college marketing materials that educate and inform both internal and external audiences about El Camino College's mission, programs and services.

Use advanced applications and equipment including computer graphics and desktop publishing software as well as multimedia equipment to aid in the production of visual content (images, video, slideshows, PowerPoint, and infographics) process. (PC and Macintosh)

Provide timely and comprehensive marketing analytics across various channels to assist with the decision-making process and ultimately improve marketing strategies and results; measuring effectiveness of campaigns; and provide recommendations for optimization.

Create digital images such as digital photography and video, live stream and info graphics for college events to be used on the Web, in print publications and for other marketing purposes.

Research and compile information for the design and production of items such as advertisements, fliers, posters, newsletters, news releases, email notifications, and brochures.

Assist with the distribution of news releases, email notifications, and public service announcements.

Perform a range of related duties in support of assigned function including compiling information for projects, entering data, proofreading and editing own work product.

Research, identify and recommend emerging digital media technologies and methodologies.

Use technical expertise, creativity and composition skills to produce and preserve digital images to be used in multimedia projects.

Operate and maintain specialized equipment as necessary.

Perform related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Any combination equivalent to Bachelor's degree with emphasis in communications, digital media and/or design, or a discipline related to digital media, graphic design, photojournalism, visual arts or related field and two years of work experience in digital media technology, graphics, multimedia or closely related field.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Digital Media - Knowledge of digital media such as websites, webcasts, online communications, social media and Internet trends.

Customer and Personal Service - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.

English Language - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar for oral written and online communication.

Current Technical Advancements - Knowledge of current trends in digital media, such as Web-related content and a variety of social media channels.

Digital Software - Knowledge of related digital and graphic design software applications. Knowledge of office applications, including Microsoft Office.

Computer and Multimedia Technology - Knowledge of Web-specific technology, such as live stream, social media, Web content and digital media.

Digital Photography and Videography - Knowledge of digital photographic and video principles, techniques and procedures; as well as the artistic and technical aspects of digital photography; and multimedia such as online videography.

Abilities/Skills:

Perform a variety of technically complex duties requiring a comprehensive understanding of digital graphic arts involving the use of independent judgment and personal initiative.

Demonstrate strong computer, analytical, organizational and written/oral communications skills.

Engage in research to develop new digital media procedures and materials.

Prepare and communicate the status of reports and projects.

Perform work during night and weekend hours as required.

Exercise a high-degree of initiative, judgment and self-management, discretion and decision-making to integrate organizational priorities, meet deadlines and achieve objectives.

Communicate effectively both orally and in writing.

Plan and organize work to meet changing priorities and deadlines.

Create digital images and photos for print and Web-based assignments including, but not limited to social media and marketing channels.

Design effective layouts, prepare and disseminate promotional materials.

Understand and follow oral and written instructions.

Complete assignments with many interruptions; work effectively and independently with little direction.

Licenses or Other Requirements:

Valid California driver's license.

WORKING CONDITIONS:

Travel between buildings on campus, to centers, and off-campus locations.

Monday thru Friday 40 hour work week. Additional hours may be required depending on assignment.

Exposure to various weather conditions.

Typical office setting.

Hand and finger dexterity to operate various office equipment.

Regularly works with "customer" to review and finalize materials.

Extensive computer work.

Prolonged periods of standing, bending, leaning, or sitting.

Lift and carry up to 25 lbs.

Occasional bending and lifting of various materials and equipment.

Frequent moves from one work area to another.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.