



**JOB TITLE: DIGITAL MEDIA AND COMMUNICATIONS
COORDINATOR**

Classification: Classified
Salary Range: 41

Retirement Type: PERS*
Board Approved: October 21, 2013

BASIC FUNCTION:

Under the direction of an assigned supervisor or director, create, edit and distribute skilled digital media (text, graphics, audio and video) and visual content for Web, print and social media use; create content for promotional and instructional purposes; and assist in the preparation of materials and communications for the college such as digital images, Web content, and various promotional materials. Lead, train, coordinate and provide work direction to personnel. Perform the more complex and difficult digital media duties including preparing promotional and digital material for advertising; operate computers, digital cameras, Web and graphic software and other equipment and programs related to digital and print media. Evaluate, develop, provide and promote digital media and promotional services in support of El Camino College's mission statement. Establish compelling content and maintain engagement and technology for the overall promotional and communication needs of the college.

REPRESENTATIVE DUTIES:

Lead and provide direction to staff as assigned in their areas of work.

Evaluate, implement and promote digital media services, software and equipment that meet the college's promotional, communication and messaging needs.

Advise, consult and provide services related to the design, creation and delivery of digital media.

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 info graphics) process. (PC and Macintosh)

Identify, evaluate and recommend emerging digital media technologies and methodologies.

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.

Implement social media strategies that will increase brand visibility and traffic across all social platforms; including content development, community engagement and management.

Oversee, expand and regularly update the development of a comprehensive college digital communications plan; evaluate and recommend technologies necessary to advance and establish a strong online presence and deliver the college's voice locally, nationally and internationally.

Develop promotions and awareness campaigns, such as Web and social media for consistency in messaging. Follow-up with summaries and analytics on outcomes.

Implement the appropriate mix of all digital media to promote and represent the college.

Coordinate digital media promotional activities to best represent the college to a variety of audiences in an effort to maintain and/or increase student enrollment and community awareness.

Promote the college to a targeted audience, recruiting new followers and promoting El Camino College through relevant messaging.

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

Prepare promotional materials including designing and producing items such as fliers, posters, newsletters and brochures.

Generate reports regarding usage, downloads and other information deemed vital by department for Web-based initiative(s).

Operate and maintain specialized equipment as necessary.

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

Perform other related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Bachelor's degree or equivalent, with emphasis in communications, digital media and/or design, or a discipline related to digital media, graphic design, photojournalism, visual arts, or related field.

Two years work experience in digital media technology.

Demonstrated experience in social media, writing, public relations and/or marketing.

Advanced knowledge of digital media, image manipulation, desktop publishing and graphic design software.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

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

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.

Knowledge of marketing strategies and tactics and promotional campaigns.

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 social 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.

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.

Abilities/Skills:

Interpret, explain and enforce department policies and procedures.

Lead, organize and review the work staff.

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

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

Write engaging Web copy in a real time environment that can stimulate user interaction, discussion and engagement.

Use specialized software applications to capture, manipulate and process digital media.

Anticipate, identify, plan and execute tasks and projects pertaining to the day-to-day digital media marketing needs of the Public Relations & Marketing Department.

Demonstrate understanding of ongoing and projected Web activity to advise and assist department in planning growth and future milestones for digital media.

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

Consult with clients or advertising staff and study assignments to determine project goals, locations and equipment needs.

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

Schedule, collect, interpret and deliver analytical data based on digital media campaigns to enhance or guide future operations.

Prepare and communicate the status of reports and projects.

Digitize photographs for editing, storage and electronic transmission/use.

Perform general office duties such as scheduling appointments, keeping books and ordering supplies.

Perform work during night and weekend hours as required.

Ability to lift up to 25 pounds.

Licenses or Other Requirements:

Valid California driver's license.

WORKING CONDITIONS:

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

Days and hours may vary - including weekends and evenings.

Exposure to various weather conditions.

Occasional bending and lifting of various materials and equipment.

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

Frequent moves from one work area to another.

Additional hours may be required.

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