DIGITAL MEDIA SPECIALIST

CLASS SUMMARY

This position is responsible for written and visual content development placed on the district and college websites as well as other electronic media communication vehicles, including social media, broadcast, mobile, and online media.

REPRESENTATIVE DUTIES

Analyze and recommend conceptual and technical content strategy and design for the District/college website and intranet/portal; develop promotional strategies using the district's online and new media resources; create graphics for the website and other electronic media; design and maintain the District/college's website and all related menus and templates, with emphasis on eliminating outdated data and maintaining aesthetic and graphic standards; write story and headline summaries for use on websites, produce and post on-line news; review, edit and organize stories, features and articles from various publications for potential posting to organizational websites and/or intranet. Conduct analysis for accuracy and conformity; provide technical and design support for departments and staff in developing public web pages or content appropriate to the intranet. Participate in the development and implementation of training activities for college district personnel. Ensure that all web pages are accessible to people with disabilities; provide online use reports for analysis, suggesting alternatives/improvements that offer greater functionality, navigations, and ease of use; research and analyze new information resource technologies for potential application to existing online mediums; serve as the primary contact for the website, responding to and forwarding web-based inquiries. Perform related duties as assigned.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated administrator, providing substantial support to the communications team in the development of both written and visual communications content. This position acts as a liaison to information technology department, and the district-wide community in relation to web development.

Minimum Qualifications

Training and Experience

Any combination of education and experience equivalent to a Bachelor's degree in Digital Arts, Communications, Information Technology or related field. Three years recent experience in technology-related graphic design, communications, or similar.

DIGITAL MEDIA SPECIALIST CONT'D

Knowledge and Abilities

Knowledge of standard graphic arts software and design, responsive web design and content management systems; knowledge of web page design and principles, practices, trends and techniques; State and Federal accessibility standards and regulations, and current Web Content Accessibility Guidelines (WCAG); ability to work with minimal supervision and take initiative, using good judgment; effective oral and written communication skills and ability to work as part of a professional team; ability to collect, analyze and report data and propose alternatives; skill in time management to effectively organize multiple projects and set priorities to meet a variety of deadlines in an environment of rapid and conflicting demands.