

POSITION DESCRIPTION

TITLE: Digital Media Specialist - (Exempt)

Collective Bargaining – Eligible

Based on the duties and responsibilities as described in this position description, it has been determined that the incumbent is eligible to participate in collective bargaining.

JOB SUMMARY:

This position is responsible for promoting and supporting digital media instruction and production in support of the college curriculum. The position includes responsibility for developing and maintaining the digital media lab and the recording studio; direct instruction of students, faculty, and staff; training and scheduling of student staff; and providing consultation services for campus users. This position reports to the Director of Instructional Systems & Support and works closely with the Instructional Technologist and Instructional Systems Specialist.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Administers the College's digital media platform, Kaltura:
 - Manages the configuration and front-end view.
 - Manages content storage and user accounts.
 - Maintains the integration with Blackboard and instructs faculty on the use of Kaltura for both lecture capture and desktop capture.
- Coordinates and maintains the Digital Media Lab and audio recording studio:
 - Suggests policies and guidelines for lab and recording studio in support of students, faculty, and staff. Additionally, schedules and operates the lab and recording studio.
 - Monitors hardware, software, and peripherals including monitor calibration, large format printer maintenance, etc.
 - Gathers usage statistics on equipment, computer, and software usage.
 - Recommends and coordinates upgrades and purchases.
- Hires and supervises student employees:
 - Coordinates and assesses learning outcomes for digital media services and the student employment program in Digital Media Lab.
 - Hires, trains and supervises Professional Fellowship Program student employees, overseeing and generating ongoing web-video initiatives, including, but not limited to video tutorials supporting enterprise and instructional systems, Academic and creative student projects.
- Engages the academic community with the power of digital media by:
 - Assists faculty in the development of programming for potential digital media assignments, and with the incorporation of digital media practices into pedagogical methods.

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- In collaboration with the Instructional Technologist, offers workshops on the use of media in instruction, i.e., flipped classroom, podcasting and in specific platforms used by the college community: Adobe suite, Canva, and Kaltura.
 - Provides media support for faculty development efforts.
 - Consults with and provides instruction and support for students working on digital media-based projects in all disciplines.
 - Provides consultation and support for other campus digital media initiatives.
- Instructs users on the use of and loans out designated media equipment.
- Promotes use of Office of Information Technology (OIT) services to students, faculty, and staff through campus outreach opportunities such as Orientation, SOAR, and Campus Fairs.
- Creates multimedia content for and updates the OIT website.
- Manages content and templates for digital signage in OIT.
- Assists with Media Center daily operations as needed.
- Works in furtherance of all OIT goals through close collaboration with the Network, Enterprise, and User Services and Support departments.
- Collects data and statistics to measure impact of services on faculty and student learning and professional development.
- May serve on OIT, College, or outside professional organization committees.
- Keeps informed of new and forthcoming digital media technologies and best practices.
- Promotes the ethical use of artificial intelligence in digital media creation.

MINIMUM QUALIFICATIONS:

- Education: Bachelor's degree in media production or a related field preferred.
- Experience: Three years' experience in a media-related field (video and audio production, photography) and experience working, teaching, or training in an academic setting preferred.
- Demonstrated proficiency in audio and video production with extensive experience in Adobe Creative Cloud apps (including but not limited to Premiere Pro, Photoshop and Illustrator) Final Cut Pro X, and Logic Pro X (or equivalent).
- Strong customer service orientation, interpersonal, oral, and written communication skills are desired.
- Supervisory skills and demonstrated ability to work independently.
- Possess a valid driver's license.
- Ability to lift approximately fifty (50) pounds.

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- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.