



DATE ISSUED: 04/19
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Digital Media Specialist

JOB SUMMARY

Working under the direction of the Associate Vice President for Marketing and Communication, this position will coordinate efforts that generate awareness, heighten media exposure, raise interest in enrollment and help connect the university to alumni, donors, parents, supporters and community stakeholders through written and visual content that appears on the web, in media releases, social media platforms and in other communications. Work is performed within established policies and procedures under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing & Communication

Supervises: No supervisory duties

ESSENTIAL DUTIES - May include, but not limited to the following:

- Prepares communications content in strategic, informative and engaging ways that heighten engagement from various audiences, while correlating with the university's strategic plan and protecting its brand and reputation.
- Produces engaging video content – sometimes packaged with additional text or image content -- that can be used on several platforms, including social media, that show the university in a positive light and enriches the university messaging.
- Gathers analytics and leverage data to identify takeaways, and then put that knowledge to action to improve and make social media channels and campaigns more efficient.
- Stays current with social media trends and tools.
- Tests and evaluates new strategies as technology and trends change.

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- Acts as media relations representative, including media and public relations coverage, news release development and distribution, pitches stories and excerpts to news media outlets and specific public relations activities as necessary.
- Leverages coverage in social media.
- Interviews subjects and gather information for high-impact content that raises the profile of the university.
- Coordinates and executes social media campaigns to support marketing and communications efforts.
- Contributes to social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Drives social engagement and builds relationships with members of the TWU community.
- Develops and launches content for websites.
- Monitors information to assure that web content is accurate, compliant with guidelines, and timely.
- Assists departmental leadership in evaluating and overseeing special events and outreach projects.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in marketing, advertising, journalism, mass communications or related field is required.

EXPERIENCE

Three years experience in an advertising or public relations agency, higher education/non-profit institution or corporate organization is required.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Knowledge of university social media policies, specific site social media policies.
- Knowledge of social media best practices specifically relating to higher education.
- Knowledge of video production and video editing.

- Skilled in journalism –must be resourceful to identify, gather and create content including images and video.
- Strong attention to detail and information accuracy.
- Excellent oral communications skills.
- Creative with a strong sense of understanding how to craft content that appeals to a diverse set of audiences from high school students to established donors and other university stakeholders.
- Ability to support a wide array of activities against tight deadlines and with limited budget and resources.
- Ability to develop content for higher education/non-profit/corporate social media accounts.
- Understanding of social media KPIs.
- Proficiency in photo and video editing softwares, such as Adobe Premiere Pro, Adobe Photoshop, Canva, Adobe InDesign, Final Cut Pro, and iMovie.
- Ability to flourish in a fast-paced work environment with the ability to easily pivot based on priority.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel. The employee may be required to work weekends.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

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The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.