Job Title: Digital Media Specialist
Department: College Communications
Reports To: Chief Communications Officer

FUNCTION:

This position has broad-based responsibilities that involve the development, presentation and dissemination of internal and external communications in electronic and printed media.

The Digital Media Specialist is responsible for increasing the reach of the College and its online and digital content, particularly across social media channels. The candidate must have demonstrated experience creating and implementing tactics that maximize the impact of digital assets; graphic design and artistic skills; writing skills, in particular for the web and social media; ability to shoot and edit short-form video; experience in still landscape and portrait photography; experience in using analytics to measure effectiveness; and proven background managing social media and digital tools and platforms to tell compelling stories that advance marketing, communications and engagement strategies.

The ideal candidate will also possess skills and experience in traditional communications and email newsletters and have a true passion for social media and creation of exceptional digital content to further the organization’s reach and impact.

RESPONSIBILITIES:

The duties outlined below are to be carried out within the mission of the College, to help create an effective learning environment for students, to treat all persons with dignity and respect and to actively demonstrate an attitude of willing service and teamwork. Primary responsibilities include:

- Developing and maintaining state-of-the-art social networking mechanisms and a digital media strategy to promote the priorities and image of the College. Determine appropriate metrics to understand and evaluate the impact and effectiveness of social media initiatives.
- Working closely with department members, College staff, web developers and others in a team effort to develop and achieve the highest level of product for the College, setting its standards and presenting its image.
- Managing the College’s existing and emerging new social media channels, including by creating, producing and sharing blog posts, videos, photos or news mentions and other digital content;
- Developing, creating and editing original multi-media video content and photo-sizing, layout and design through the College website’s content management system;
- Creating and managing an editorial calendar outlining weekly strategic promotion of online content – including feature articles, student-authored pieces, recent photos, videos and other multimedia materials – and College events and programming highlighting new College initiatives;
- Utilizing analytics and other measurement tools to assess the impact of the College’s social properties and new media on overall marketing strategy;
- Working collaboratively with students and staff to ensure efficient content procurement, providing technological assistance and training to staff and students where needed.
MINIMUM QUALIFICATIONS:

Bachelor’s degree and minimum of 3 years of directly related experience. Demonstrated experience implementing comprehensive social media and digital distribution strategies across social platforms/channels. Must have experience in videography, photography and graphic design. Must also be skilled in writing for the web and social media and have experience with web-based multimedia technologies and all aspects of web video and audio production including filming, editing and preparation for multi-channel web distribution. Must be a team player with a positive, collegial attitude and a high level of professionalism; a keen sense of humor is essential.

PREFERRED QUALIFICATIONS:

Deep interest in online and social content strategy and relevant analytics; experience with Final Cut Pro video editing software a strong plus. Strong analytical, technical and project management skills; creative thinker, action-oriented, versatile, ability to adapt in dynamic environment and takes initiative; excellent organizational abilities, strong editorial judgment, extremely detail-oriented with the ability to multi-task, meet deadlines and work under pressure; strong professional and interpersonal skills and the ability to work collaboratively; must be able to work on multiple projects and complete high-quality work against strict and sometimes conflicting deadlines.

*Notre Dame College reserves the right to change or reassign job duties or combine positions at any time.*

To be considered for this opportunity please submit cover letter, resume and salary requirements to:

careers@ndc.edu