



Job Description

Job Title:	Digital Media Specialist	Grade:	I
Department:	CPCO/WTVI	FLSA:	Non-Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Evaluates, develops, provides, and promotes digital media services in support of the teaching and learning needs of the college faculty, students, and staff.

Characteristic Duties and Responsibilities:

1. Provides daily digital media services, digital media technical support, and related functions.
2. Promotes digital media equipment, software, and services that meet teaching and learning needs.
3. Provides services related to the design, creation, and online delivery of digital media.
4. Assist in identifying, evaluating and recommending emerging digital media technologies and methodologies.
5. Performs other associated duties as assigned.

Reporting Relationships:

Direction Received: Reports to the Chief Broadcast Engineer

Direction Given: No authority or responsibility for the supervision of other staff

Minimum Requirements:

Two years of work experience in the area of digital media services, prefer experience at a higher education institution.

Preferred Qualifications:

Associate's Degree from a regionally accredited institution



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Knowledge, Skills, Abilities and Worker Characteristics:

- Knowledge of digital media production, delivery, theories, technologies, principles, concepts and methodologies
- Current knowledge of existing and emerging digital media services, applications, and technologies
- Ability to effectively implement and apply technology to teaching and learning
- Knowledge of learning theories for the purpose of development and application of digital media services
- Ability to interact and provide information to diverse individuals or groups
- Strong computer, analytical, organizational, and written/oral communication skills
- Ability to work often with others in a team environment
- Knowledge of computer operating systems
- Ability to interpret and apply federal, state, and local policies, procedures, laws, and regulations
- Experience with relevant technology resources including hardware (e.g., Apple, PC, digital cameras/recorders) and software (e.g. Adobe After Effects, iMovie, Photoshop, Flash, and Final Cut Pro).

Working Conditions:

Typical Office Environment



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