



DESCRIPTION, DUTIES, AND EXPECTATIONS OF POSITION

POSITION TITLE:	DIRECTOR OF DIGITAL MEDIA
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME (12 MONTHS)
DEPARTMENT:	COMMUNICATIONS AND MARKETING
DEPARTMENT HEAD:	VICE PRESIDENT FOR ENROLLMENT MANAGEMENT AND MARKETING
IMMEDIATE SUPERVISOR:	ASSOCIATE VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

SUMMARY:

The Director of Digital Media is responsible for maintaining, improving and overseeing the digital online presence, in all of its forms. This position works as a member of the Communications and Marketing team to ensure that the College's social media platforms and website are current, relevant and operating smoothly.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Create, execute and manage all of the College's social media platforms including alumni, admission and athletics
- Produce and oversee livestream efforts
- Shoot photos and video of main events and contribute to photo and video libraries
- Help maintain internal and external websites
- Develop policies and strategies for social media content and account management
- Create, preserve, and organize photography and videography assets
- Monitor site statistics and logs for audience behaviors, usability, and availability
- Assist in enforcing brand-use guidelines in online materials
- Assist in enforcing web accessibility best practices for online resources
- Transition aging solutions to new technologies
- Evaluate existing solutions for methods to increase efficiency and reduce redundancy
- Assist in website redesign processes
- Supervise, train and evaluate the Web Manager and the Media Manager and other subordinate positions as assigned

JOB REQUIREMENTS AND QUALIFICATIONS:

Knowledge and Skills

- Strong writing skills
- Strong photo editing and video editing abilities
- Ability to work in Adobe Creative Cloud
- Demonstrated ability to plan, implement, and evaluate complex tasks and procedures

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- Excellent organizational and communication abilities
- Willingness and ability to work effectively with all campus and associated constituencies

Education and Experience

Bachelor's Degree in journalism, public relations, communication, English, marketing, new media, web development, or related field required. Two to four years of professional experience preferred.

WORK RELATIONSHIPS:

The Web Manager reports to the Director of Digital Media. The Director of Digital Media reports directly to the Associate Vice President for Communications and Marketing and, through the Associate Vice President, to the Vice President of Enrollment Management and Marketing. The Director of Digital Media works directly with other Communications and Marketing staff, and the position works collaboratively with departments and offices across the College. Position frequently has general contact with Monmouth College staff, faculty, and students as well as persons outside the campus community.

GENERAL EXPECTATIONS OF POSITION:

Regular attendance on the job is an essential function of the position. Maintain office hours as needed or assigned. Conduct is expected to be professional and courteous. Work additional hours as necessary to successfully carry out all position responsibilities and to achieve the position's goals and expectations. Work weekends and evenings as necessary. Maintain confidentiality. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS:

The whole or any portion of this position description may be added to, amended, or deleted at any time by the position supervisor, department head, or College president.

DISTRIBUTION:

One copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.