DIGITAL MEDIA SPECIALIST
UNIVERSITY COMMUNICATION OFFICE
FULL-TIME
HIRING RANGE: $47,741 - $50,549

Application review will begin on March 13, 2014. The position remains open and applications reviewed until filled.

FUNCTION: The digital media specialist reports to the associate director of communications. Job duties include web design and development, video shooting and production, and end-user training and support. The digital media specialist works together with a team of individuals, including web programmers, graphic designers, social media managers, and writers/editors to meet university needs for web and digital communications.

RESPONSIBILITIES AND RELATED DUTIES:
1. Function as an integral member of a cohesive unit providing high-quality service defined by goals rather than a narrow list of duties.
2. Oversee web page design, development, implementation, and maintenance.
   a. Develop and maintain university web pages (Whitworth will be moving to a content management system, and new pages will be created within templates designed by a third party).
   b. Work with members of the campus community to ensure that content on the university website, as well as on affiliate sites, supports the Whitworth brand and is consistent with the university’s web-design standards.
3. Manage production of web-related resources and digital media content.
   a. Design and produce digital images (photos, info graphics, logos, etc.)
   b. Conceive, storyboard, organize, shoot, edit, and produce videos and slideshows.
   c. Write and troubleshoot HTML and CSS.
   d. Work with web programmers to design pages that incorporate dynamic components (ASP.NET, JavaScript, etc.)
4. Apply web-design skills and video-production expertise to meet users’ needs and institutional objectives.
   a. Work closely with university clients to develop an understanding of their needs and how to address them.
   b. Create design sketches, wire frameworks, storyboards, and functional prototypes to help guide the development process.
   c. Utilize principles of information architecture to enhance website structure and organization.
   d. Employ usability techniques to assess and enhance user experience.
5. Provide training and support to Whitworth faculty, staff and students.
   a. Train and assist content editors to use web-editing tools to update university pages.
   b. Write and maintain documentation.
6. Facilitate Whitworth’s targeted e-mail campaigns.
   a. Create HTML-formatted templates for personalized e-mail messages.
   b. Import mail lists into a SQL database and send messages to recipients.
7. Keep up-to-date on emerging technologies and help determine how they can be used to help support the Whitworth brand.
   a. Maintain knowledge of best practices in web usability and design.
   b. Research and implement new technologies as needed.
8. Student employee management.
   a. Provide supervision and training for student videographers.
9. Other duties as assigned

REQUIREMENTS, SKILLS AND ABILITIES:
- Bachelor’s degree in communications, multimedia production, web design or related discipline.
- Demonstrated ability to work independently and as a member of a cross-functional team, to convey ideas through design, to meet deadlines with an attention to detail.
- Proficiency in digital media design and web design production processes, ability to write and troubleshoot HTML and CSS, familiarity with web-safe palettes, browser/platform compatibility issues, and user-interface development.
- Working knowledge and demonstrated experience using Adobe Creative Suite (Dreamweaver, Photoshop and Premiere).
- Working knowledge and experience in video production.
• Ability to work and be productive in a fast-paced development environment.
• Demonstrated effective verbal and written communication skills.
• Effective communication, interpersonal, and organization skills.
• Ability to work with confidential information.
• A personal commitment to the Christian faith.
• Demonstrated awareness and commitment to effectively establishing relationships and positive communications across multiple dimensions of diversity including, but not limited to race, gender, physical limitations, class or religious perspectives.
• An active commitment to equal opportunity for all persons.
• A commitment to the educational mission of Whitworth University as a Christian liberal arts institution affiliated with the Presbyterian church.
• Background check required.

APPLICATION PROCESS:
The following documents are required to complete the online application form:
1) A letter of interest that relates your education and experience to the qualifications of the position and includes a note confirming your interest in this position at our posted hiring range.
2) Résumé
3) The names, addresses, telephone numbers and email addresses of three academic/professional references.
4) A one-page document describing your personal commitment to the Christian faith.

Whitworth complies with all federal, state, and local nondiscrimination laws that are applicable to religious nonprofit institutions and does not engage in unlawful discrimination on the basis of race, color, national origin, age, sex, or disability. With our commitment to building a diverse community, the university encourages applications from populations underrepresented at Whitworth including members of all racial/ethnic communities, women, and persons with disabilities.