UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Media Specialist, Distance Learning Center

POSITION:  Associate Media Specialist, Distance Learning Center

UW TITLE:  Media Specialist

APPOINTMENT:  Annual (12 month) appointment reporting to the Associate Dean for Distance Learning and Continuing Education

POSITION SUMMARY:  Provides multimedia and web development services to support online and hybrid learning. Develops a variety of audio and visual materials to meet the instructional, research and public service needs of the university and its faculty, staff and students. Plans, organizes, advises, instructs or consults with faculty, staff or students on the availability, production and appropriate use of instructional media. Produces video, audio, web, graphic, and photographic materials used for online instruction and assessment as well as research, outreach or classroom presentations, student performance analysis, scholarly publications, and program marketing.

DUTIES:

- Multimedia Services
  - Collaborate with the Distance Learning Center team to provide faculty, staff, and student multimedia and course-related resources in support of the online or hybrid curriculum
  - Produce digital video, audio and multimedia presentations for a variety of settings and for multiplatform distribution
  - Upload the multimedia materials to the learning management system
  - Design and create computer graphics to be incorporated into print, multimedia and video production
  - Prepare graphics, text, and media for online delivery

- Instructional Design
  - Participate in the instructional design process for online or hybrid instruction
  - Assist in development of instructional strategies and assessments incorporating multimedia

- Web Services
  - Develop and maintain a dynamic Distance Learning Center website
  - Other web-related duties as assigned

- Design and Marketing
  - Collaborate with the Marketing Specialist to design and develop web, video, audio,
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and/or print-based materials in promoting the center’s online degree programs

- Demonstrate continued professional growth as evidenced by involvement in professional associations and continuing education
- Other duties as assigned within the Distance Learning Center, the Center for Adult Education and Outreach, and the University

REQUIRED QUALIFICATIONS:

- Bachelor’s Degree in Digital Media, Multimedia Design, or a related field from an accredited college or university
- Three years of full-time experience, or 5 years of part-time (50% or more) experience, in digital video or multimedia design and production

KNOWLEDGE AND SKILLS:

- Knowledge of multimedia production in an academic environment
- Knowledge of multimedia technical standards required for national multimedia distribution.
- Knowledge of current trends in digital media.
- Skill in effective multimedia design and production, with an emphasis on video production.
- Skill in creation and development of website materials and resources.
- Skill in design of graphics for web and print distribution.
- Skill in developing support resources (help documentation, video tutorials, and software demos) using Captivate, Camtasia, and/or XML technologies.
- Effective written and oral communication skills.
- Ability to exhibit creativity, self-direction, multi-tasking and organizational skills
- Ability to work in a fast-paced setting independently and as part of a team.
- Ability to maintain positive interpersonal relationships with students, faculty, staff, and others.