UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Digital Media Specialist

Working Title: Digital Media Specialist
Hayes Hill Title: Associate/No Prefix/Sr. Media Specialist
Type of Appointment: 100% annual renewable appointment
Position Reports to: Director of Strategic Communications and Special Assistant to the Chancellor

Position Summary:

This position is responsible for developing photography and video content for UW-Superior’s website, social media and other marketing purposes. The Digital Media Specialist, in coordination with the University Marketing and Communications (UMC) team, is responsible for maintaining UW-Superior’s web-based video channel content. As part of the UMC team, the Digital Media Specialist is a key part of the creative process, providing input for the various communication campaigns and other efforts coordinated by UMC.

Duties and Responsibilities:

- Coordinates, develops and shoots video and photography for UW-Superior’s website, social media and other UMC initiatives – this may include scriptwriting, scheduling talent, editing, shooting, lighting, etc. – from concept to deliverables.
- Supervises work study/student assistants assigned to assist in video production, photography and other UMC projects.
- Helps coordinate independent contractors hired to assist with media projects, as directed by the Director of Strategic Communications.
- Helps produce and organize UW-Superior’s web-based video channel content and serves as the manager of the YouTube channel.
- Regularly collaborates with the UMC team on development of website services to the university, shared projects and overall web strategies.
- Manages and maintains photo and video libraries.
- Assists with UW-Superior website upkeep, serving as a web content designer and contributor, and collaborating with the UMC team to create the user-facing functionality of UW-Superior web properties.
- Collaborates with the UMC team on cross-discipline communication projects.
- Provides input and feedback on creative work by other members of the UMC team as part of the creative process.
- Creates or coordinates the creation of videos for non-web university projects.
- Collaborates with the UMC team on creating content for online marketing campaigns.
- Manages the photo/video studio and all equipment.
- Ability to participate in evening and weekend events as necessary.
- Attend, participate and digitally document various campus events when appropriate.
- Willingness to travel.
- Work performed on location and in the studio.
- Complete mandatory trainings and professional development opportunities
- Other duties as assigned.
Knowledge, Skills and Abilities:

- Proven experience interpreting project goals and translating them into functional web media.
- Experience in video production, including camera operation, location and set management, audio and lighting.
- Knowledge of video deployment on the web (including understanding of embedding, compression, progressive downloading, streaming, etc.).
- Proficiency in industry standard video editing and related software, including Final Cut Pro and Adobe Creative Suite.
- Ability to coordinate and shoot a wide range of digital photography, from portraits, events and marketing-style photo shoots.
- Ability to manage and prioritize multiple projects and adhere to specific deadlines or goals.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of people.

Required qualifications:

- Bachelor’s degree from an accredited institution in related field.
- 1-3 years of professional work experience in videography and photography.

Preferred qualifications:

- Basic familiarity with HTML and web functionality with willingness to learn more.
- Basic web design abilities with willingness to learn more.
- Basic graphic design skills with willingness to learn more.
- Experience in developing rich media content.