



POSITION DESCRIPTION

TITLE: Social and Multimedia Specialist

FLSA STATUS: Non-Exempt, 1.0 FTE	GRADE LEVEL: 5	
LOCATION: LRC	UNIT: Marketing	
SHIFT: Monday – Friday, 8:00 am – 5:00 pm	DEPT: Marketing	
INCUMBENT:	EMPLOYEE SIGNATURE: Date	
REPORTS TO: Executive Director, Marketing	PREPARED BY & DATE:	
Reviewed/Revised By:	EE Name	Date:
Reviewed/Revised By:	EE Name	Date:
Reviewed/Revised By:	EE Name	Date:

I. POSITION PURPOSE – *List brief summary of position*

The Social and Multimedia Specialist is responsible for developing print and digital-related projects under the established creative direction for the College. These projects will include internal and external print collateral, multimedia, and photography. He/she will enhance and maintain the image of the College through effective branding management with the goal to increase student enrollment, retention and completion.

II. RELATIONSHIPS AND CUSTOMERS – *(In addition to Clark State Faculty, Staff, and Students, this position also interacts with the following external individuals, organizations and agencies)*

Printers/Publishers	Advertisers	Community/Nonprofit Organizations	Sponsors
Potential students	Alumni		

III. DIMENSIONS – *If this position controls, manages, or has a direct impact on the expenditure of dollars, identify how, the type of budget, and the gross dollar amount involved)*

- None

IV. ESSENTIAL DUTIES AND RESPONSIBILITIES

Under broad supervision, this position performs the following duties:

1.	Designs graphic art that meets the creative objective for print, digital and specialty advertising based on defined branding guidelines and standards for the College.
2.	Designs print and digital collateral (including television, radio, digital and social media advertising) for the College with the goal of increasing general awareness and student enrollment. Writes and edits content as needed.
3.	Shoots and edits video footage to support recruitment and retention efforts through academic and student services programs. Maintains video library.
4.	Develops content and maintains the College’s social media accounts.
5.	Conducts photos shoots of students, alumni, faculty and staff for use in recruitment materials. Serves as photographer for all college-related events. Maintains photo library.
6.	Develops and maintains the college portal including associated media.



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7.	Works with internal clients to establish project objectives and perimeters for promotional materials, including flyers, posters, templates, banners, specialty items, and signage. Develops design drafts for final approval. Prepares projects for final production.
8.	All other duties assigned by supervisor.
9.	

V. SUPERVISORY RESPONSIBILITIES – *The following position title(s) report to this position. If there are no reporting positions, type “None.”*

- None

Qualifications – *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

VI. EDUCATION and/or EXPERIENCE – *List minimum requirements necessary to perform essential duties and responsibilities, i.e., High School/GED plus 3-5 years related experience or AS Degree preferred.*

- Bachelor’s degree in graphic design, digital art, creative art, or a related field.
- Three to five years of experience designing in professional environment utilizing Adobe Creative Suite.

VII. SKILLS AND ABILITIES – *List basic skills and abilities necessary to perform essential duties and responsibilities, i.e., computer skills, oral and written skills, interpersonal skills, presentation skills, ability to motivate employees, etc.*

- Advanced graphic design and digital design skills
- Advanced web design and web maintenance skills
- Advance knowledge of video production and photography
- Working knowledge of HTML, XHTML, CSS and web-based content management systems
- Strong understanding of the best practices in web development, digital trends, technology
- Excellent communication skills (verbal and written)
- Expert in Microsoft Office and Adobe Creative Suite
- Excellent analytical and organizational skills, including experience with Google Analytics
- Familiarity with Constant Contact and e-mail design techniques

VIII. CERTIFICATES, LICENSES, REGISTRATIONS – *List minimum requirements necessary to perform essential duties and responsibilities, i.e., Certified Novell Administrator (CNA), Certified NetWare Engineer (CNE), Professional Human Resources (PHR), Certified Public Accountant (CPA), Notary Public, Ability to be Bonded, etc.*

- None

IX. LANGUAGE SKILLS – *(To be completed by HR)*

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or government regulations. Ability to write reports, business correspondence, and procedure manuals, Ability to effectively present information and respond to questions from managers, faculty, and students.



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X. REASONING ABILITY – *(To be completed by HR)*

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

XI. PHYSICAL DEMANDS – *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job, i.e., ability to lift up to 75 pounds, etc. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. (To be completed by HR).*

While performing the duties of this job, the employee is regularly required to sit; use hands to touch, handle, or feel; reach with hands and arms, and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

XII. WORK ENVIRONMENT – *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. (To be completed by HR).*

The work is performed in an office-like environment with a minimal amount of noise.