



JOB INFORMATION

Job Code	OC48
Job Description Title	Coord, Alumni Digital Media
Pay Grade	UA01
Range Minimum	\$37,500
33rd %	\$41,880
Range Midpoint	\$44,060
67th %	\$46,250
Range Maximum	\$50,630
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	2/11/2021

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Engagement, Annual Giving, & Campaign

JOB SUMMARY

Reporting to the Assistant Director of Alumni Communications and Marketing and Assistant Director of Alumni Programs, the Digital Media Coordinator produces and expands the online engagement programming of the Auburn Alumni Association. This role also produces and provides operational and logistical planning, training, and implementation of digital events and platforms for the Alumni Association.

RESPONSIBILITIES

- Assists Alumni Affairs staff in developing and fulfilling all digital engagement campaigns on appropriate online and digital platforms such as Zoom, Instagram Live, and Facebook Live.
- Researches new technologies and delivery methods to ensure the best production value and execution of the Office of Alumni Affairs online engagement and communication. Makes recommendations on emerging digital broadcast platforms that may be appropriate to the Office of Alumni Affairs.
- Assists staff in creating and implementing a holistic engagement and event strategy for digital programming to include hosting the Club Leadership Conference, 18:56 Speakers Series, Golden Eagles Reunion, and other initiatives with campus partners, including Office of Inclusion and Diversity. Provides technical assistance and troubleshooting as necessary.
- Collects, analyzes, and reports on post-event metrics regarding the success and efficacy of programming. Implements continuous improvement recommendations.
- Assists in training Alumni Affairs staff on appropriate digital platforms and the use of emerging or existing technology, including costs and technical implementation.
- Assists department in taking still images and shooting and editing video for events and programs as needed.
- The nature of this role is highly externally focused, requiring frequent travel and meetings on and off campus during regular and non-traditional business hours, and is therefore expected to operate with high-levels of autonomy.
- May perform other job-related duties as assigned.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education	Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Digital Media, Media Studies, Broadcasting, Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field.	And 1 year of	Experience in online content creation, digital event production, and/or digital media operations.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of a variety of digital publishing platforms to include Zoom, Instagram Live, and Facebook Live.
Knowledge of principles and practices of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
Knowledge of event management and ability to set and reach event goals.
Knowledge of digital broadcasting hardware and software, digital platforms, and technology related to event production and management.
Skill and ability in editing digital media to include pictures and videos.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.