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## Auburn University Job Description

Job Title: **Coord, Alumni Digital Media**

Job Family: No Family

Job Code: **OC48**

Grade 31: \$31,300 - \$52,100

FLSA status: Exempt

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### 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

### Essential Functions

1. 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.
2. 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.
3. 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.
4. Collects, analyzes, and reports on post-event metrics regarding the success and efficacy of programming. Implements continuous improvement recommendations.
5. Assists in training Alumni Affairs staff on appropriate digital platforms and the use of emerging or existing technology, including costs and technical implementation.
6. Assists department in taking still images and shooting and editing video for events and programs as needed.
7. May perform other job-related duties as assigned.

### Supervisory Responsibility

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

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Four-year college degree	Degree in Digital Media, Media Studies, Broadcasting, Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field.
<b>Experience (yrs.)</b>	1	Experience in online content creation, digital event production, and/or digital media operations.

#### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

#### Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

#### Minimum Required Knowledge

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.

#### Certification or Licensure Requirements

None Required.

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### Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, climbing or balancing, and lifting up to 10 pounds.

Date: 2/11/2021

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