



**JOB INFORMATION**

Job Code	OC52
Job Description Title	Digital Content Mgr- SA
Pay Grade	MC08
Range Minimum	\$47,660
33rd %	\$57,190
Range Midpoint	\$61,950
67th %	\$66,720
Range Maximum	\$76,250
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/9/2022

**JOB FAMILY AND FUNCTION**

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Services

**JOB SUMMARY**

Reporting to the Director, Strategic Communications and Marketing, responsible for advancing strategic brand development of creative concepts and deliverables that advance Student Affairs' (SA) mission. Responsible for supporting all SA marketing and communications efforts, as well as supervision of content creators.

**RESPONSIBILITIES**

- Produces creative content solutions across print and digital platforms, supporting the division’s overall communication strategy and visual identity. Enhances communication efforts across all SA departments through collaborative guidance and feedback.
- Provides strategic visual brand direction and lead development of creative concepts and deliverables on digital platforms. Ensures deliverables support the overall communication strategy and visual identity.
- Consults with clients to gain a strong understanding of specific marketing goals and objectives, to include concepts, design, budget, schedule, and production.
- Collaborates with content creators and outside vendors throughout the design process, including, but not limited to, the communication of design standards and resolution of any creative issues.
- Supervises and directs content creators by managing workloads and providing continuous feedback during the creative process.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

**SUPERVISORY RESPONSIBILITIES**

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.
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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 Communications, Marketing, Interactive Design, or related field.	and	5 years of	Progressively responsible experience producing and providing creative direction and visual solutions for clients. At least one (1) year experience supervising and/or mentoring full-time employees is required.

Substitutions Allowed for Experience  Yes

*Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.*

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced knowledge and skill using Adobe Creative Suite.

Demonstrated knowledge of the role strategic communications play in the design process, including the relationship and interaction between written content and design elements used to convey meaning and tell a brand story.

Demonstrated ability to work effectively as part of a creative team.

## MINIMUM LICENSES & CERTIFICATIONS

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

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:  Other

## 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, should have depth perception and the ability to distinguish colors.