Job Title: Digital Communications Specialist

BCAT Code: 09OXA1                  Effective Date: May 13, 2015
Paygrade: G16                      FLSA Status: Exempt
Job Family: Communication/Marketing Services

General Description
Responsible for the daily operations of the college’s website and electronic communication including design, structure, and content presentation.

Examples of Duties
- Produce digital communication materials and marketing consulting for high-level events.
- Coordinate and implement content updates and maintenance on the college website.
- Research possible feature article subjects.
- Conduct and transcribe Interviews with article subjects
- Develop and execute quarterly editorial calendar.
- Independently shoot and edit photography when needed.
- Coordinate photo shoots with university photographer.
- Manage and implement special web projects.
- Serve as point person for creation of new websites.
- Develop and expand professional competencies.
- Performs other duties as assigned.

Knowledge, Skills, and Abilities
- Knowledge of data processing and web principles, practices, and equipment in information technology.
- Knowledge of large integrated systems and event driven programs.
- Knowledge of Windows operating system and programming languages (C, C++, Visual Basic, Perl, Java, CGI, relational databases (Oracle), middleware, LANs, etc).
- Effective time management, customer service, analytical, and organizational skills.
- Effective oral and verbal communication with external and internal customers.
- Ability to multi-task, train staff, supervise, and use independent judgment.

Minimum GSU Hiring Standards
Bachelor’s degree in related field and three years of related experience; or a combination of education and related experience. Experience with HTML, CSS, image editing software, and CMS preferred.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.