

Sul Ross State University Position Description

Official Title: Media Specialist for Enrollment Management
Salary Group: 13 Exempt

Job Code: 3212

Summary

Function: Create and supervise communication campaigns for prospective students and their parents. Performs tasks related to the capture, streaming and editing of digital artifacts in the videography, photography and audio realms in order to create and modify presentation quality material for the institution.

Scope

Enrollment Management, sometimes institution wide.

Duties

Essential: Assist Enrollment Management staff by planning and creating high quality campaigns for recruiting functions of the University. Sometimes this will involve working with all departments that recruit and/or enroll students, including those in the colleges. Other times it will involve working with the Director of Enrollment Marketing and PR at the Rio Grande campuses. The Specialist manages multiple projects at once, tracking each project to ensure that all projects are completed on time. Assist individuals and departments in the creation of presentation quality material by ensuring that the proper tools and processes are used in each instance. Ensure that appropriate copyright laws are adhered to in the use of multimedia and digital resources for the institution. Provide material and resource coordination as well as equipment training where needed to create the recruitment campaigns. Assist in the development and maintenance of policies and procedures that ensure the effective working, security and integrity of systems and processes related to the production of digital media for the institution. Must be flexible to work nights and weekends. Responsible for the safety of others. Must exercise due caution and practice safe work habits at all times.

Non-Essential: The incumbent must have the ability to get along with others, follow directions, and work well under stressful conditions. The incumbent must be able to work a defined schedule, work overtime as required, and have the ability to meet deadlines. The incumbent must have the ability to perform all other duties as assigned by each specific department. Other duties as assigned.

Supervision

Received: Reports to the Director of Admissions and Recruiting and the Vice President for Enrollment Management

Education

Required: College degree and one year of experience working with digital media.

Preferred: College degree in media or artistic areas of study.

Experience

Required: Required: One year of experience with digital media in a higher education environment. Knowledge of modern computing systems; ability to organize work effectively with an understanding of organizational policies and activities; ability to sit, reach, sort, file, type, write by hand, operate a personal computer and perform data entry while performing essential functions; good communicator, both oral and written; ability to lift, hold and carry approximately 25 lbs.

Preferred: Familiarity with digital media in the higher education environment. Experience with working for a college or university in the recruitment of students.

Equipment/Skills

Required: Knowledge of digital videography, photography; knowledge of desktop computing systems and associated software, such as MS Office, Adobe Creative Cloud applications, Apple FCPX; strong organizational skills; good communicator, oral and written; able to lift, hold and carry up to 25 lbs.

Preferred:

Working Conditions

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Usual: Office and outdoor

Special: May be required to work weekends

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: February 2019