



GADSDEN STATE COMMUNITY COLLEGE

JOB DESCRIPTION

East Broad Campus

Created on: 11/29/2024
Revised on: 2/6/2025

Job Title	Salary Schedule	Grade	Job No.
Digital Content Specialist I	E4	05	SS9638
Reports To	FLSA Status	Grant Funded	Tenure Track
Director of Public Relations	Non Exempt	No	Yes

JOB SUMMARY: The Digital Content Specialist is responsible for overseeing the design of the website and its content along with the management of designs and post for Gadsden State's social media presence. In addition, assist the department with other needs.

QUALIFICATIONS:

- ◆ Two (2) years of postsecondary education from an accredited institution with a minimum of 15 semester hours in graphic design and a minimum of three (3) years of multimedia experience OR two (2) postsecondary education from an accredited institution with a minimum of five (5) years graphic design and/or multimedia experience.
- ◆ Extensive knowledge of Microsoft Office software packages (Word, Excel, Publisher and Power Point) and Adobe Creative Suite (Photoshop, Illustrator, Acrobat, InDesign).
- ◆ Working knowledge of HTML language with the ability to use web editing/design software as well as work within a content management system and train users.
- ◆ Minimum of three (3) years of multimedia experience. OR ** Minimum of five (5) years graphic design and/or multimedia experience

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Must be able to maintain continuity of themes, design layout, streamline navigation and increase online presence to potential students.
- ◆ Pleasing personality, enthusiastic and positive attitude, evidence of trustworthiness and ethical conduct, effective human relations skills.
- ◆ Effective oral and written communication skills.
- ◆ Ability to handle multiple assignments on time and in a calm and professional manner.
- ◆ Ability to work effectively in a team environment.
- ◆ Knowledge and use of digital cameras and photo editing software.
- ◆ Knowledge of different file formats and resolutions to be used for specific purposes (printing and digital).
- ◆ Knowledge of copyright laws.
- ◆ Ability to maintain confidentiality of information.
- ◆ Ability to utilize email systems to communicate information.
- ◆ Ability to respond to downtime by taking responsibility to do other work.
- ◆ Ability to focus on detail.

- ◆ Willingness and desire to learn and apply new skills.
- ◆ Ability to meet tight deadlines and follow through to complete assignments.

DUTIES:

- ◆ Oversee all Gadsden State websites, including GadsdenState.edu, the Athletics site, and FAME site.
- ◆ Maintain the website for Gadsden State, including the maintenance, design and layout for website pages, as needed. This includes all areas of the College for which web pages are appropriate.
- ◆ Must be able to maintain continuity of themes, design layout, streamline navigation and increase online presence to potential students.
- ◆ Report search engine analytics and website analytics to maximize traffic to the website.
- ◆ Work closely with members of the PR & Marketing team in the preparation of artwork for webpage design.
- ◆ Assist with designs and posts for Gadsden State's social media presence, including but not limited to Facebook, Twitter and Instagram.
- ◆ Assist with design and layout of flyers and brochures as needed.
- ◆ Develop, organize, and maintain an online photo gallery, ensuring the efficient management and archival of internal photo assets.
- ◆ Monitor and analyze search engine and website traffic data to optimize online visibility and drive engagement with College websites.
- ◆ Oversee the College's social media accounts, including content creation and curation, audience engagement, and ad campaign management. Provide advisory support and serve as a backup for subaccounts.
- ◆ Capture high-quality photographs at College events, including but not limited to Honors Day, Graduation, ribbon-cutting ceremonies, student activities, sporting events, theater productions, and other key institutional events. Additionally, document the President's activities, take headshots for staff, and photograph athletic teams and student achievements.
- ◆ Create and edit promotional videos to showcase the College, its academic programs, and community partnerships for use across digital platforms.
- ◆ Design and produce various marketing materials, including logos, flyers, t-shirts, infographics, and other items as needed.
- ◆ Serve as a backup to the Public Relations Director for urgent communications with media, the public, and internal College administration during crises or emergencies.
- ◆ Comply with all policies of the Alabama Community College System and the College.
- ◆ Perform other duties as assigned.

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

Common physical demands for office positions include:

- ◆ Prolonged periods of sitting at a desk.
- ◆ Intermittent bending, standing, and walking.
- ◆ Lifting and carrying light objects such as files, supplies, or small office equipment (typically up to 10 pounds).
- ◆ Frequent hand and finger use for typing, operating a computer mouse, and handling office tools or equipment.
- ◆ Reaching for objects within arm's reach on desks, shelves, or workspaces.
- ◆ Sustained close vision for tasks such as reading, typing, and reviewing documents.

While performing the duties of this job, employees primarily work indoors in a typical office environment.

- ◆ The workspace may involve regular use of video display screens.
- ◆ The noise level is generally low to moderate.

Reviewed by:

Employee Signature

Date