

## **THE UNIVERSITY OF WYOMING JOB DESCRIPTION**

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**Title: WPM DIGITAL MEDIA SPECIALIST**

**Reports To:** Designated Supervisor

**UW Job Code:** 4519

**UW Job Family:** 3D-Media/Communication/Art

**SOC Code:** 11-2000

**FLSA:** Exempt

**Pay Grade:** 22

**Date:** 3-1-22

**JOB PURPOSE:**

Develop, implement, and manage WPM's digital operation that supports organizational goals and objectives based on audience growth and revenue building.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Manage WPM's digital platforms in a way that optimizes audience and generates revenue streams for its multiple channels and multi-media productions.
- Interact with News Department to produce cutting-edge news content and delivery that engages and grows audience over multiple platforms.
- Manage content, application assets, and human talent in a way that supports WPM's goals of reaching audiences in Wyoming and beyond.
- Manage social media strategy and application in a way that engages current audiences and builds new relationships globally.
- Troubleshoot processes, equipment, and needs of staff to affect a smooth-running operation.
- Collaborate with audio content producers to promote and monetize content including podcasts.

**SUPPLEMENTAL FUNCTIONS:**

- Effectively delegate day-to-day duties to one part-time assistant and several interns and volunteers in a manner that covers all essential duties and provides substantive backup resources.
- Work hand-in-hand with Director of Strategic Multi-Platform Production and Distribution to increase audience reach and revenue potential.
- Other duties as assigned.

**COMPETENCIES:**

- Attention to Detail
- Innovation

- Formal Presentation Skills
- Influence
- Visionary Leadership
- Independence

### **MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree in Art, Marketing, Communications, or a related field**

Experience: **3 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- Marketing principles, practices, concepts, methodology and techniques.
- Graphic design, layout and production.
- Computer and desktop publishing techniques.
- Current and emerging industry requirements and practices in area of marketing expertise.
- Advertising and promotion principles, practices, concepts, methodology and techniques.
- Supervisory methods and techniques.
- Data management and tracking.

Skills and Abilities to:

- Operate computers to design graphics and other printed material.
- Demonstrate artistic and creative skills, while meeting deadlines.
- Adjust focus, identify and distinguish between colors, and judge distance and spatial relationships.
- Communicate effectively, both orally and in writing.
- Organize resources and establish priorities.
- Develop, plan, and implement short- and long-range goals.
- Supervise and train staff, including organizing, prioritizing, and scheduling work assignments.
- Use personal computers and related software applications.
- Foster cooperative work environment.
- Interpret departmental needs and directions, assess capacity, and plan, develop, and implement appropriate marketing strategies.

### **WORKING CONDITIONS:**

No major sources of discomfort, standard office environment.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.