

**Arizona Christian University
Position Description**

Position Title: Digital Media Specialist	Date Updated: November 2016
Reports to: Associate Director of Advancement/VP of Institutional Advancement	Department: Institutional Advancement
Direct Reports: None	FSLA Status: Full-time/Hourly or Part-time/Hourly
<p>Position Summary: The Digital Media Specialist will create graphics and design pieces for print and digital media, maintain up-to-date content and functionality of ACU's websites, direct and grow ACU's presence on social media. The Specialist will also help manage relationships with marketing partners and clients.</p>	
<p>Prerequisite Qualifications: Bachelor's Degree preferred. Three years professional experience preferred in graphic and web design:</p> <ul style="list-style-type: none"> • Experience creating and optimizing graphics for use on the web and print, including experience with Photoshop, InDesign, and/or other graphic and print design software programs. • Knowledge of digital media advertising including creative best practices. • Experience with website design and update protocol; Word Press experience preferred. • Experience building and placing marketing-oriented conversion materials (landing pages, videos), and optimizing them for maximum performance. • Knowledge of SEO best practices. • Experience in creating detailed analytical tracking reports for website and social media activity. • Ability to monitor industry trends, technologies, and standards, and to apply them as they emerge through research and training. • Must have good oral and written communications skills. • Must be motivated, self-directed and organized. • Must work well and collaboratively in a team setting. • Commitment to the University's faith statement, mission, and purposes; an active Christian faith; an ability to work with others with Christian grace. 	
<p>Duties, Tasks, Responsibilities:</p> <ul style="list-style-type: none"> • Soliciting, creating and maintaining content on all of ACU's websites. • Maintain the appearance, functionality, and content of ACU's websites, in compliance with the brand and color palette, under the direction of Advancement. • Develop ACU's social media presence with the goal of engaging our audience effectively and maintaining a positive, marketable appearance. • Track, report, and respond to statistical trends for ACU website and social media traffic. • Develop content and maintain initiatives to have dynamic and timely content on website and social media outlets. • Creating graphics and optimizing photos for website, social media, and other promotional and print materials for all departments. • Design print pieces for all departments including but not limited to university events, admissions collateral, athletic games/camps/events, campus signage, etc. • Manage/coordinate the relationship between ACU's digital advertising partners, video streaming company, design consultants, etc. • Other duties as assigned. 	
<p>Working Conditions: Occasional nights and weekends as needed. Must be able to sit for long periods of time using a computer.</p>	