



Classification Description

Job Title: Digital Specialist I

Pay Grade: 107

Job Code: 4796

FLSA Status: Non-Exempt

Job Purpose

The Digital Specialist I supports the Marketing & Digital Strategies team in the development of branded digital and multimedia content. This entry-level position assists with design production, event media coverage, and basic multimedia editing while working under supervision. The role ensures materials align with FSW brand guidelines and established communication standards.

General Responsibilities

Essential Functions

Creates basic visual assets in alignment with FSW brand guidelines, including graphics for social media, email, presentations, web, and limited print applications.

Assists with video and audio recording for promotional materials, campus initiatives, and events.

Performs basic editing of video, photography, and audio content.

Provides event coverage support including photography and/or videography.

Conducts initial quality checks on design requests for brand consistency and completeness prior to senior review.

Organizes and maintains digital media assets within shared storage systems.

Supports content scheduling and basic reporting on digital engagement metrics.

Collaborates with team members to meet project deadlines.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

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Knowledge, Skills and Abilities

Minimum Qualifications

Associate's degree in digital media, graphic design, marketing, communications, or related field.

One (1) year of relevant professional work experience in digital design, media production, or content creation.

Demonstrated portfolio of design and/or media work.

Working knowledge of design and multimedia tools such as Adobe Creative Suite, Canva, or similar platforms.

Strong attention to detail and ability to follow established brand standards.

Equivalent combination of education and experience may be considered.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students, and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze, and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.

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- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance, and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action, and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities, and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: April 4, 2026.