



Digital Media and Visual Design Specialist Job Description

JOB INFORMATION

<i>Job Code:</i>	129147
<i>Job Title:</i>	Digital Media and Visual Design Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Supports the production of employee communications in print and digital media. Combines applications of foundational design principles and accessibility guidelines to develop clear and compelling deliverables that empower users to easily comprehend information. Executes the university vision and champions its culture and values.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree	Communication	Or
X		Bachelor's degree	Graphic Design	Or
X		Bachelor's degree	Studio Art	Or
X		Bachelor's degree	in related field(s)	
	X	Master's degree	Communication	Or
	X	Master's degree	Graphic Design	Or
	X	Master's degree	Studio Art	Or
	X	Master's degree	in related field(s)	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>	
X		5 years	of experience in marketing, communications and graphic design.	
	X	7 years	of experience in marketing, communications, graphic design, human resources, higher education, and customer/user experience.	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Proven experience in systemic and graphic design, interactivity, layout, typography, color theory, and illustration.
X		Proficiency with infographic development and data visualization techniques.
X		Experience with media/social media analytic tools, monitoring trends and results.
X		Demonstrated project management, problem-solving and organizational skills, able to effectively manage numerous priorities, deadlines and necessary resources simultaneously and in a timely manner.
X		Excellent written and oral communication skills, able to produce quality copy on tight schedules.
X		Demonstrated analytical and data-driven mindset for extracting insights from metrics.
X		Ability to independently make discreet, informed decisions regarding confidential information.
X		Excellent interpersonal skills, able to work in diverse, cross-functional teams and collaborate strategically across departments.
X		Proficiency with Adobe Creative Cloud (e.g. Photoshop, InDesign, Illustrator) and other design collaboration and prototyping tools (e.g., Sketch, Figma).
X		Experience with video capture/editing technologies and video social platforms (e.g., YouTube).
X		Proficiency with Microsoft Office.
	X	Experience in leadership and staff development roles.
	X	Demonstrated ability to effectively communicate with senior leaders.
	X	HR knowledge based on combined theory, learning, research and hands-on experience.
	X	Experience in design based on Web Content Accessibility Guidelines (WCAG).
	X	Familiarity with Americans with Disabilities Act (ADA) compliance requirements.
	X	Proficiency with After Effects and/or other video editing and motion graphics software.
	X	Experience producing online multimedia products.
	X	Demonstrated knowledge of applicable journalism and communications practices and standards.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Creates engaging, visually cohesive and professional designs (e.g., infographics) tailored to platform formats and target audiences. Presents conceptual designs for employee-facing content aligned with university brand guidelines. Develops production templates to expedite content creation. Provides design direction to project teams as requested. Maintains open lines of communication with internal/external stakeholders to identify and support continuous improvement opportunities enabling business success.				
Collaborates with varied stakeholders to develop communications materials. Develops content production schedules in coordination with communications plans. Builds and maintains relationships with project teams. Guides stakeholders through the design process and provides timely follow-up and feedback. Interprets and applies requirements and technical limitations.				
Develops content given fixed requirements, incorporates feedback, and makes principle-based decisions. Reviews and proofs all production material to ensure error-free final deliverables. Anticipates and adapts to rapid changes in production schedules or business requirements. Maintains currency with industry standards, best practices and emerging technology. Proactively experiments with new design and prototyping tools.				
Adheres to university visual identity when creating designs incorporating official graphics. Contributes to an inclusive environment, building and maintaining strong cross-functional relationships and a deep understanding of organizational and university cultures. Upholds the principles of the USC Code of Ethics. Demonstrates alignment to strategic plans of the organization and university through words, actions and ideas.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.