



JOB INFORMATION

<i>Job Code:</i>	173233
<i>Job Title:</i>	Digital Technology Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May lead one or more employees and/or students performing similar work.
<i>Job Family:</i>	Digital/Multimedia
<i>Job Family Group:</i>	Multimedia 1
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Serves as lead web and digital marketing technologist. Optimizes all digital platforms; ensures stable and consistent user experience. Develops and implements new features and enhancements. Conducts day-to-day maintenance of website content. Participates in administration and maintenance of digital platforms. Develops strategic solutions to grow online marketing engagement. Ensures the tone and messaging of related marketing and advertising materials align with established branding standards. Advises team members about best digital marketing practices.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	
	X	Master's degree	

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	
	X	7 years	

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

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Bachelor's degree and five years' experience in digital marketing, digital product management, or related fields.
X		Demonstrated experience utilizing digital applications and web-based software for content management, SEO, and analytics.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Extensive experience with HTML, CSS, JavaScript, Python, Github, and relevant web standards.
X		Demonstrated experience in developing engaging, responsive websites.
X		Advanced working knowledge of content management systems (WordPress and HubSpot required).
X		Basic SQL knowledge.
X		Familiarity with Adobe Creative Cloud programs (Photoshop, Illustrator, InDesign, etc.)
X		Strong understanding of digital marketing tools, channels, and strategies.
X		Excellent written and oral communication skills, and an exemplary attention to detail.
X		Demonstrated project management and organizational skills to make decisions, manage multiple timelines and complete tasks quickly within necessary constraints and budgets.
X		Experience working with third party agencies and partners.
	X	Master's degree and seven years' experience in digital marketing, digital product management, or related fields.
	X	Experience working in higher education or similar large non-profit organization.
	X	Extensive knowledge of the principles, practices, methodology, and techniques of marketing.
	X	Deep understanding of paid media ecosystem, audience targeting, and platform campaign optimization (e.g., PPC, SEO, and Google Analytics).
	X	Experience with WCAG accessibility, responsive design techniques, SCSS/SASS, jQuery, Foundation, or similar front-end frameworks.

Other Job Factors

- Due to project deadlines and implementation schedules, evening and weekend work may be required.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Optimizes user experience for all digital platforms. Directs creation and implementation of new front-end features, enhancements, and optimizations, as well as APIs and backend scripting. Creates related documentation (e.g., design docs, workflows, user guides). Manages HTML development, design, and layout of website materials between development, staging, and production environments. Ensures the tone and messaging of related marketing and advertising materials align with established branding standards.				
Develops strategic solutions to grow online marketing engagement. Oversees long-term online initiatives to increase product conversion and member acquisition and retention. Works with internal resources to obtain audience targeting, list criteria, and data compilations. Researches trends and nurtures new distribution channels online for credit union's growing audiences. Advises team members about best digital marketing practices. Serves as a subject matter expert for online implementation strategies for optimization.				
Drives measurable outcomes; understands and develops key performance indicators (KPIs) and standard digital reporting metrics to optimize campaign efficacy and budget ROI. Administers third-party products (e.g., channels and software); owns department's adoption roadmap and informs team of changes that could impact processes. Assesses and analyzes developing digital products in the marketplace for possible organizational adoption to accomplish communication objectives.				
Partners closely with IT to ensure digital interfaces and platforms deliver a seamless consumer experience. Participates in planning, design, programming, and testing of digital platforms. Conducts day-to-day maintenance of website content, ensuring information is accurate and up to date. Anticipates issues and risks at the module level and escalates appropriately. Troubleshoots existing and new bugs as needed.				
Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

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.