



Digital Asset Management Specialist Job Description

JOB INFORMATION

<i>Job Code:</i>	129201
<i>Job Title:</i>	Digital Asset Management Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	
<i>Job Family:</i>	Marketing
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Oversees all department digital image assets for branding and marketing. Responsible for leading overall strategy, implementation and workflow of digital asset management (DAM) systems as well as overseeing user training and onboarding. Establishes, tests and documents processes. Ingests, organizes and preserves digital assets, curating images for special projects and working across teams to manage and coordinate all items. Prepares existing assets for digital migrations. Partners with team leaders to secure assets for special projects as needed.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		
	X	Bachelor's degree	Media Studies	Or
	X	Bachelor's degree	English	Or
	X	Bachelor's degree	Library Science	

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		3 years	with digital asset management	
	X	5 years	in a creative operations/production environment	

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		Excellent research skills.
X		Experience with Adobe Photoshop, Adobe Lightroom and Photo Mechanic.
X		Demonstrated ability to work effectively and adapt to change in dynamic, fast-paced environments.
X		Ability to take initiative and creatively manage projects both independently and as part of a team.
X		Excellent analytical, interpersonal, and written and oral communication skills.
	X	Extensive knowledge of rights management and usage.
	X	Demonstrated background in photography with proven retouch skills.
	X	Superior organization and project management skills, able to manage multiple competing priorities.
	X	Experience with the preservation and recording of physical assets for digital record keeping, disaster recovery and public usage (e.g., marketing, exhibits, licensing commerce).
	X	Experience with rights management (e.g., model usage restrictions).
	X	Skilled in database management, data storage methods and security.
	X	Highly analytical and meticulous in maintaining information using detailed record-keeping systems and metadata.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Manages and facilitates workflows for the incorporation of digital assets into DAM systems. Partners and plans strategy (e.g., digital initiatives) with leaders to develop workflows for asset ingestion, storage and delivery to internal/external users while creating efficiencies between departments. Receives digital assets directly from photographers or staff and manages them by adhering to and maintaining meticulous digital naming conventions, file management, metadata, and quality control. Ensures the preservation and security of digital content.				
Establishes, develops and/or adopts DAM best practices (e.g., naming taxonomies, metadata schema, tagging standards) across the department and within multiple asset categories. Provides quality control for all metadata to ensure accuracy and consistency across the institution. Develops and manages metadata tools, controlled vocabularies and other standardization solutions.				
Serves as DAM system administrator, managing user permissions, planning for data storage needs and troubleshooting. Provides functional support to individual DAM system software users. Guides new users with onboarding and best practices for searching assets. Creates governance, provides training and produces documentation for future continuity in asset management.				
Responsible for organization, accessibility and preservation of digital assets for marketing, editorial, creative services, videography and media relations, allowing each department area to find and access assets in a simple and efficient manner. Responsible for preparing existing data libraries for migrations to new DAM systems and overseeing the migration process.				
Curates and selects images for special projects as needed. Maintains an updated selection of the strongest images in the library. Assists with negotiations of permissions, fees and licensing for images within collection. Purchases or licenses outside assets. Assists with photoshoots as needed. Coordinates and manages project assets to ensure they are delivered on time.				
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

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	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		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.

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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.		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.