



DIGITAL MEDIA SPECIALIST

BASIC FUNCTION

Under the direction of the Executive Director of Communications, Marketing and Public Relations or assigned administrator, develop, create, coordinate, and manage digital media and social media communications for the District. Design and publish digital content to support student outreach, enrollment, community engagement, public information, and institutional branding.

DISTINGUISHING CHARACTERISTICS

This classification is a specialized communications position responsible for the District's social media presence and digital content development. The incumbent performs creative and technical work involving writing, photography, graphic design, videography, publishing, and analytics. The work requires independent judgment, organization, attention to detail, and the ability to manage multiple assignments and deadlines while ensuring consistency with District branding, accessibility standards, and communication practices.

ESSENTIAL DUTIES & RESPONSIBILITIES

The following duties and responsibilities describe the general nature and level of work being performed. It is not intended to be restricted or construed as an exhaustive list of all duties and responsibilities required of individuals so classified, and not all duties listed are necessarily performed by each employee in this classification.

1. Provide administrative and operational support for the Communications, Marketing, and Public Relations function, including processing purchase requisitions and purchase orders, tracking expenditures, coordinating with Fiscal Services, maintaining records, and supporting routine administrative workflows related to digital media projects.
2. Develop, create, schedule, and publish content for the District's official social media and digital platforms.
3. Design and produce digital graphics, photographs, video, podcasts, reels, stories, and other multimedia materials for marketing, public information, and outreach.

4. Write, edit, and proofread social media copy, captions, digital announcements, and related promotional materials.
5. Support promotion of District programs, services, events, initiatives, and student success stories through digital communications.
6. Maintain consistency of the District's visual identity, branding standards, and messaging across digital platforms.
7. Monitor social media activity, comments, messages, and engagement; respond to inquiries or refer matters to appropriate staff in accordance with District guidelines.
8. Track and analyze digital and social media performance; prepare reports regarding engagement, reach, and effectiveness of content.
9. Capture photo and video content at campus events, outreach activities, and community functions.
10. Coordinate digital communication projects with District departments, programs, and campuses to support institutional priorities.
11. Assist with website and digital content updates related to communications, marketing, and public information efforts.
12. Ensure digital content complies with accessibility requirements, including captioning, alternative text, and readable visual design.
13. Maintain digital media files, content calendars, records, and equipment related to assigned projects.
14. Provide guidance to staff regarding social media practices, branding standards, and digital content procedures.
15. Assist in budget development and coordination; assist in program review and strategic planning.
16. Provide training and supervision to student employees, volunteers, and temporary employees.
17. Participate in meetings and special projects as assigned.
18. Perform other job-related duties as assigned.

QUALIFICATIONS

Knowledge Of:

- Principles and practices of social media management, digital communications, and content development.
- Graphic design, photography, videography, and multimedia production techniques.
- Social media platforms, scheduling tools, analytics tools, and audience engagement

Classification: Digital Media Specialist/Range 19/FSLA Status Non-Exempt
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practices.

- Marketing, public relations, and branding principles.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Accessibility standards related to digital and online content.
- Modern office practices, procedures, equipment, and computer applications related to assigned area.
- Record-keeping and report preparation methods.

Skills and Abilities To:

- Plan, organize, and manage multiple digital communication projects effectively.
- Create professional and engaging social media and digital content for a variety of audiences.
- Write clearly and effectively for marketing, public information, and online communications.
- Use graphic design, photo, video, and related multimedia software and equipment.
- Analyze engagement data and prepare clear reports and recommendations.
- Establish and maintain cooperative and effective working relationships with others.
- Communicate effectively both orally and in writing.
- Work independently with little direction.
- Exercise sound judgment and discretion in public-facing communications.
- Meet schedules and timelines in a fast-paced environment.

Education and Experience:

Any combination equivalent to an associate's degree in communications, marketing, public relations, journalism, graphic design, multimedia, or related field and two (2) years of professional experience related to one or more of the following areas: administrative support, social media management, digital communications, graphic design or multimedia content creation.

Certificates, Licenses, Special Requirements:

Certain assignments may require a valid California driver's license and the ability to maintain insurability under the District's vehicle insurance program.

Other Requirements:

Imperial Community College is committed to creating an academic and work environment that

fosters diversity, equity, inclusion, and equal opportunity for all, and ensures that students, faculty, management, and staff of all backgrounds feel welcome, included, supported, and safe. Our culture of belonging, openness, and inclusion makes our District a unique and special place for individuals of all backgrounds. It is important that our employees' values align with our District's mission and goals for Equal Opportunity, Diversity, Equity, Inclusion, and Access.

WORKING CONDITIONS

Work Environment:

Duties are primarily performed in an office environment and at on-campus and off-campus events. Incumbents may have extensive interaction with students, employees, and the public. Frequent interruptions, demanding timelines, and occasional evening or weekend assignments may be required.

Physical Demands:

Work is performed primarily in a standard office environment with extended periods of time viewing a computer monitor. Requires sufficient physical ability to sit or stand for prolonged periods; operate a computer keyboard and related technology; use camera and digital media equipment; occasionally stoop, bend, kneel, crouch, reach, and twist; and lift, carry, push, and/or pull light to moderate amounts of weight, up to 25 pounds.

Vision: See in the normal visual range with or without correction. Hearing: Hear in the normal audio range with or without correction.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this classification.

Mental Demands:

Frequent interruptions; work on multiple tasks concurrently; communicate effectively in person, in writing, and by phone within a fast-paced environment; meet deadlines; and make sound judgments and decisions.