Western Connecticut State University
Danbury, Connecticut 06810
www.wcsu.edu

Western Connecticut State University
Information Technology & Innovation – Media Services
Digital Media Assistant Trainee

Western Connecticut State University is pleased to announce that applications are being accepted for a Digital Media Assistant Trainee in our department of Information Technology & Innovation.

The Information Technology & Innovation department is responsible for providing reliable, innovative, and sustainable technology to support teaching, learning and administrative processes spanning all departments of our University.

Assists in developing video content and digital media for university promotional videos, social media initiatives, instructional purposes and digital and traditional marketing campaigns. Assists in making creative and technical decisions, including subject, script writing, visual design, and photographic choices, selection of narration, music, editorial decisions and other production concerns. Assists in developing and managing social media content across various platforms, including Facebook, Twitter, Instagram, Snapchat, and YouTube. Assists in the development of strategies to monitor the success of marketing campaigns and materials and recommends adjustments accordingly. Assists in digital marketing placement and social media advertising and campaigns. Consults and collaborates with clients on digital media projects and social media efforts. Assists in identifying opportunities for innovative messaging and emerging communications platforms. Records and reviews social media engagement metrics, modifying strategies to respond to changing trends and algorithms.

Qualifications: Bachelor's degree in Media Production or related field is required. One year of digital media creation, preferably in higher education. Ability to work constructively with members of the university community. Good communication skills. Excellent creative ability and ability to execute creative vision into production. Ability to function effectively in a fast-paced environment. Must be able to function in a team environment. Proficiency in video editing/digital media creation software (Adobe Premiere, Adobe After Effects, etc.) Evening and weekend work will be required.

WCSU is committed to enhancing our diverse university community by actively encouraging people with disabilities, minorities, veterans, and women to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion.

Salary & Benefits: The salary range is $36,115 – $66,795 and is commensurate upon candidates' experience. WCSU offers a comprehensive benefits package. Additional information on benefits can be found at www.wcsu.edu/hr/benefits/.

Application Process: Prospective candidates must submit a cover letter, which includes the names and contact information for three (3) professional references, a resume and a 3-4 minute video demonstrating creative and technical proficiency in video/digital media production. The video must demonstrate expertise in cinematography, lighting, sound and editing. The video must be submitted along with application materials in an MP4 format. Email your application materials to: Ms. Peggy Boyle, Assistant Director of Human Resources - Recruitment. In subject line of email reference: Your Last Name – Digital Media Trainee. Application materials should be submitted to hrpositions@wcsu.edu and must be received by Friday, August 2, 2019. Late applications will not be accepted.
State and Federal requirements expect that organizations with 100 or more employees invite applicants to self-identify gender and race. We kindly request all applicants to complete the Affirmative Action Data Questionnaire and to please return the completed form to Ms. Keisha Stokes in the WCSU Office of Diversity and Equity at stokesk@wcsu.edu. Completion of this data will not affect your opportunity for employment, or terms or conditions of employment. This form will be used for reporting purposes only and will be kept separate from all search records and only accessed by the Office of Diversity and Equity. The Affirmative Action Data Questionnaire, can be found on the following link: http://wcsu.edu/hr/employment/AA_Data_Questionnaire_FillableForm.pdf.

Western is an Affirmative Action Equal Opportunity Educator/Employer