

POSITION TITLE: DIGITAL MEDIA SPECIALIST

1. Position Purpose:

The Digital Media Specialist will lead in the development of digitally formatted instructional and instructional support materials, particularly in the construction of courses, course pieces, and learning objects to be deployed using the PMU Course Management System. The Digital Media Specialist will work closely with the Instructional Designer in the conceptualization, design, and evaluation of a comprehensive program that develops the skills of PMU faculty and professional staff with a focus on enhancing the university's student-centered learning environment and building PMU core competencies.

2. Major Duties and Responsibilities:

- Provides computer programming to implement the multimedia and online components of courses created by faculty and the Instructional Designer.
- Collaborates with team members to identify and evaluate digital learning materials and facilitate integration into course materials.
- Participates in decisions regarding the selection of instructional technologies, including software applications, for enhancing course materials.
- Assists in the preparation of materials and presentation of workshops on best practices in digitally supported instruction.
- Reviews digital course materials and suggest revisions as needed.
- Responds to instructors' concerns about technology enhanced teaching and learning.
- Collaborates with other Professional Development Center team members
- Recommends the most appropriate teaching strategies for various deliveries (for example, classes, workshops, online instruction) and audiences (including faculty, administrators and professional staff).
- Collaborates with other digital media personnel and electronic publishing specialists, especially the staff of the Learning Resources Center, as they develop and incorporate learning-centered teaching and assessment strategies into courses.
- Interprets the importance of technology in transforming and enhancing the effectiveness of teaching and learning.
- Promotes the scholarship of teaching and learning by cultivating an atmosphere in which faculty view student learning as a subject of inquiry and investigation.
- Performs other appropriate duties as determined by the Director of the Professional Development Center.

3. Reporting Line:

The Digital Media Specialist reports directly to the director of the Professional Development Center.

4. Span of Control:

The Digital Media Specialist oversees no other staff members.

5. Qualifications:

- Bachelor's Degree in Computer Science or Computer Engineering. Associate's Degree with significant experience may be substituted.
- Excellent skills in online productivity tools such as Director, Dreamweaver, Flash, and Filemaker Pro., Tegrity, Eluminate, and Kaltura, Lectora. Certifications preferred.
- Ability to speak and write fluently in English.
- Excellent oral communication skills and ability to write clearly, including the effective use of electronic mail, discussion boards, and other online tools of communication
- Experience using technology to support instruction and assessment
- Experience developing instructional tools and modules.
- Demonstrated experience working successfully in teams.
- Demonstrated ability to produce online products to standards and on deadline.
- Professional demeanor.
- Experience producing and integrating digitalized audio/video files for Web delivery.