

JOB TITLE: Digital Content Specialist
PAY GRADE: CL 23
LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, produces and distributes content for digital and social media platforms, including videos, graphics, and digital tools; and maintains look, feel, and tone of digital content and communications to adhere to institutional branding, messaging, style guidelines, and accessibility.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Creates and optimizes content across digital and social media platforms that meets Americans with Disabilities Act (ADA) regulations.
2. Supports the needs of the District in planning and executing digital content opportunities; advises on current digital content trends and strategies in digital marketing, communications, and social media.
3. Develops, plans, and executes strategic creative content in both long and short formats.
4. Researches, recommends, and deploys new digital tools and emerging technologies, including, but not limited to, livestreaming and augmented reality.
5. Collaborates with other Marketing staff on campaign strategies, calls to action, script content, talent acquisition, and location scouting.
6. Creates dynamic videos, motion graphics, and other digital tools to aid in communication campaigns.
7. Creates content for use on multiple platforms, including, but not limited to, websites, social media platforms, phone applications, and advertisements with variations in scripting, talent, and aspect ratio.
8. Works with District partners to create digital communication solutions, including, but not limited to, tutorials, testimonials, and promotional content.
9. Develops timeline, personnel, and equipment needs in collaboration with appropriate manager for individual projects; communicates status updates and other information to District partners, as needed.
10. Creates, captures, and maintains District digital content and video library; films at on and off-campus locations, as needed.
11. Assists with writing and editing for various marketing projects, as needed.
12. Provides onboarding support, general work training, guidance, supervision assistance, and directs activities of students or temporary employees.
13. Performs related duties that support the overall objective of the position.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Best practices, trends, and strategies for digital content and communications, including design, illustration, graphics, layout, photography, typography, and marketing/public relations.
- Computer operating systems, hardware, and peripheral equipment.
- Motion graphics creation, filming, editing, audio engineering, and production processes.
- Digital communication tools and social media platforms (i.e., Facebook, Instagram, Twitter, LinkedIn, TikTok, Hootsuite, Buffer, Mailchimp, etc.).
- Professional media and communications standards, including digital accessibility standards.
- Federal, state, and local laws and regulations regarding copyrights, trademarks, licensing, accessibility standards, and communicating with students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- English usage, grammar, spelling, punctuation, and vocabulary, including proofreading, copy writing, editing, and formatting techniques.

Ability to:

- Create, design, and manage digital content and communications using a wide variety of techniques and technologies.
- Produce graphic, video, and multimedia artwork using a variety of techniques for various platforms.
- Compose and refine text content for clarity, branding, and formatting.
- Organize and verbalize complex information.
- Apply an equity-minded framework and ensure programs, services, and processes are designed and delivered to meet the varying needs of all constituents.
- Plan and organize work to meet changing priorities and deadlines.
- Maintain a high level of attention to detail.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification, including specialized graphic design software such as Adobe Creative Suite (After Effects, Photoshop, and Premiere).
- Make arithmetic calculations of average difficulty.
- Adapt to changing technologies and learn functionality of new equipment and systems.
- Adapt to rapidly changing processes and procedures, especially those involving the use of technology.
- Maintain confidentiality of information.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.
- Provide onboarding support, general work training, guidance, supervision assistance, and direct activities of students or temporary workers.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work with and show sensitivity to a diverse student population from a wide range of ethnic, socio-economic, gender, sexuality, and accessibility backgrounds.
- Work independently and collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Two years of college with major course work in communications, video production, digital media, and/or a related field.

Experience

- Two years of increasingly responsible experience supporting digital media production or a related field.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination, including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

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

Board Approved: July 15, 2025