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# ANNOUNCEMENT

July 23, 2018

THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING LIMITED TERM APPOINTMENT, FULL-TIME POSITION (SUBJECT TO THE AVAILABILITY OF FUNDS):

Announcement No. 084-18

Position Title  
**DIGITAL MEDIA SPECIALIST**

**Salary Range:**

Open: UGPP/L-01 \$37,100.00 – UGPP/L-07 \$46,375.00 Per Annum  
Open: UGPP/L-01 \$37,100.00 – UGPP/L-18 \$65,389.00 Per Annum

**Opening Date:**

July 23, 2018

**Closing Date:**

Continuous Until Filled

Office of the President/Integrated Marketing Communications

**MINIMUM EXPERIENCE AND TRAINING:**

- Bachelor's degree in graphic design, advertising, marketing, communications, or a related field from a U.S. accredited institution or foreign equivalent;
- Three (3) or more years of professional experience in graphic design and video production working on diverse projects from concept through execution.
- Extensive experience working with digital photography and videography equipment and production software.
- Exceptional proficiency and skill in the use of Adobe Creative Suite software including InDesign, Photoshop, Illustrator, Premiere, and After Effects and in the use of Microsoft Office 365 is required.
- Knowledge of basic Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS).
- Equivalent combination of education and experience that demonstrates comprehensive knowledge of design theory, video production, web design, and multimedia design.

**PREFERRED QUALIFICATIONS:**

- Five (5) or more years of professional experience in graphic design and video production working on diverse projects from concept through execution.
- Experience working in higher education.
- Experience in web user interface design and user experience design.
- Experience in information and interface design.
- Basic web development experience and working with content management systems such as OU Campus.
- Familiarity with wireframes, information architecture and Content Management Systems (CMS).

**QUALIFICATIONS REQUIRED:**

Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the Government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized, accredited or certified vocational technical institution, in a specialized field for the job.

**MINIMUM KNOWLEDGE, ABILITIES AND SKILLS:**

Extensive knowledge of graphic design and the creative process. Extensive knowledge of video production process including shooting and editing techniques. Knowledge of corporate branding, digital media, color theory, and printing techniques. Ability to function independently and in a collaborative team environment. Excellent graphic design and video production skills. Basic front-end web development skills. Excellent organizational and time-management skills and ability to manage and coordinate multiple projects simultaneously, meeting established timelines, quality and design objectives. Effective written and oral communications skills and ability to make presentations to individuals and groups and to influence others toward a stated objective.

**CHARACTER OF DUTIES:**

Under the supervision of the Director of Integrated Marketing Communications, the Digital Media Specialist promotes the University, its students, faculty, staff, and events by producing engaging marketing collateral in print, audio, video, web and other forms of digital, electronic and traditional media. The Digital Media Specialist possesses a high level of skill in graphic design, photo editing, photography, videography, video productions and audio production. The Digital Media Specialist organizes, updates, and helps to enforce the University's Institutional Branding Guidelines. This individual must

## DIGITAL MEDIA SPECIALIST #084-18

be well-organized and efficient; possess strong graphic design and video production skills, desires to stay current with design and production trends; and must be deadline-driven with an acute attention to detail. The Digital Media Specialist designs and produces marketing communications materials for traditional and digital media based on brand standards and utilizing a variety of software and hardware. Products may include graphics for social media and websites, brochures, posters, newsletters, displays, postcards, newspaper and magazine advertisements, catalog covers, promotional materials, and special events notices. Conceptualizes, writes, coordinates, shoots, edits and produce videos based on marketing strategies and prepares for digital, web, and broadcast distribution. Designs and produces custom animation and motion graphics for web, video, and display boards. Designs and develops custom animation and motion graphics, user-interfaces, and layouts for websites, mobile applications, and web applications. Consults with other departments on the development of marketing collateral and video productions. Advised other departments regarding design and applications of the University Institutional Branding Guidelines and check for design integrity, appropriateness, printability, and visual appeal. Coordinates projects with interns, freelance graphic designers, photographers, and videographers. Photographs events both on and off campus. Remains current with emerging trends, opportunities, and best practices in graphic design and multimedia production. Manages and organizes digital assets including photo archives, video and b-roll archives, institutional logos, marketing collateral, and graphics. Performs other duties and special projects as assigned.

### **EDUCATION:**

Applicants claiming degrees or credit hours are required to have an original or certified copy of the documents (e.g., transcripts, high school diploma, or GED certification) accompany the application.

### **WORK ELIGIBILITY:**

Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job-related may be investigated (e.g., previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

### **POLICE AND COURT CLEARANCE:**

Pursuant to Public Law No. 28-24 and Executive Order No. 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

### **HOW TO APPLY:**

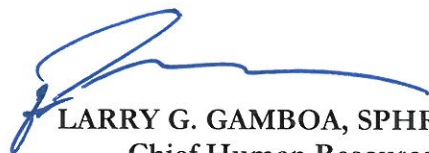
All applicants must submit an online job application through the UOG's online employment portal system at <http://uog.peopleadmin.com> and upload supporting documents with their application. For further information, please call 735-2350.

### **UNIVERSITY INFORMATION:**

Information on the University's campus security and fire safety may be accessed at <http://www.uog.edu/hro> (under Links).

### **THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:**

The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO, and Title IX/ADA Coordinator, Mr. Joseph Blas Gumataotao, located at the EEO/ADA and Title IX Office, Dorm II, Iya Hami Hall, Room 106, Telephone No. (671)735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).

  
**LARRY G. GAMBOA, SPHR, SHRM-SCP**  
Chief Human Resources Officer

*Digital Media Specialist 07/23/18*  
*Approved by CHRO 07/23/18*