



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Digital Content Studio Specialist
Department:	Office of Online Learning and Continuing Education
Reports To:	Associate Provost, Online Learning and Continuing Education

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

The Digital Content Studio Specialist is responsible for managing the operations and maintenance of the Frank A. Edwards Digital Content Studio and the platform for managing all video content. This position involves coordinating student workers to work in the studio, ensuring the production of high-quality digital content, and collaborating with CAU Online and PLACE Instructors to support their instructional needs. The Digital Content Studio Specialist will play a vital role in advancing the university's commitment to delivering engaging and innovative educational content. This position is fully in-person and includes periodic weekend and evening commitments with flexible scheduling to maintain the CAU 35 hour full-time work expectations.

Examples of Duties and Responsibilities:

The responsibilities of the Digital Content Studio Specialist include, but are not limited to three general categories: Studio Operations, Quality Assurance, and Collaboration and Instructor Support.

Studio Operations:

- Manage the day-to-day operations of the digital content studio, including scheduling, resource allocation, and equipment maintenance.
- Manage PantherStream, the CAU Online platform for videos to include collaboration with CAU TV and CAU Marketing/Coms.
- Ensure the studio is fully functional for a variety of activities including recording with or without live studio audiences as well as with or without streaming.
- Lead and mentor a team of student workers serving as technicians, videographers, editors, and support staff, while fostering a collaborative and creative work environment.

Quality Assurance:

- Maintain high standards of content quality, ensuring that audio and video recordings meet professional standards and are in line with university guidelines.
- Implement best practices for content production, including lighting, audio recording, and video editing.
- Ensure the security and privacy of digital content, including compliance with copyright and intellectual property regulations.

Collaboration and Faculty Support:

- Collaborate with CAU OLCE instructors to understand their digital content needs and provide guidance on effective content creation.
- Conduct training sessions in collaboration with Instructional Designers to support effective and meaningful integration of digital content into CAU OLCE courses.

- Offer technical expertise and support to Instructors during recording sessions.
- Performs other duties as assigned by the Associate Provost, OLCE and Director of OLCE Grants, Budgets, and Operations.

Knowledge, Skills and Abilities:

The ideal candidate must possess the following:

- Proven experience in digital media production, including video recording, editing, and post-production.
- Strong leadership and team management skills.
- Proficiency in audiovisual equipment and software.
- Excellent project management and organizational skills.
- Effective communication and collaboration abilities.
- Knowledge of educational technology trends and best practices in online learning is preferred.
- Familiarity with academic environments or higher education institutions is a plus.

Exceptional organizational, interpersonal and written communication, and team performance skills are required.

Minimum Hiring Standards:

Education	-Master's degree in a related field (e.g., Media Production, Communications, or a relevant technical discipline).
Years of Experience	-Five or more years of documented experience in creating digital content for educational purposes in a college/university setting.
Years of Management/Supervisor Experience	NA

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