

DIRECTOR OF DIGITAL MEDIA

Number of Positions Available 1

Both current Ohio State employees and the general public may apply for this unclassified professional position.

At Ohio State University, we promise to accomplish our mission, and be the pioneering and eminent institution that we and those we serve expect of us. As such, all members of our community will be held accountable for, and are expected to, conduct themselves on behalf of the institution according to the following fundamental values: Excellence, Collaboration, Integrity and Personal Accountability, Openness and Trust, Diversity in People and Ideas, Change and Innovation and Simplicity in our Work.

University Title - Assoc Dir-WOSU Public Media
Working Title - Director of Digital Media
Department - University Communications-WOSU Stations
Department Location – Columbus, Ohio
Requisition Number - 351001

The Director of Digital Media leads WOSU Public Media's online projects and programs, including management of wosu.org, WOSU-created micro sites and WOSU's efforts to provide its core and new media on alternate platforms, such as PDAs, cell phones and through future technologies. Works in collaboration primarily with the Senior Directors of Marketing and Content and other senior level positions, such as Development, Advancement and Business Affairs. Responsible for developing and implementing online strategies and creating digital media, leading efforts to establish wosu.org as a distinct media platform through the creation of original content, thoughtful technical innovation, and the development of an engaging and easy-to-navigate web site. With the Marketing Department, responsible for fostering online communities and building social media connections within WOSU, throughout the central Ohio region, and across national groups as part of WOSU projects and initiatives.

Summary of Duties :

Supervises the WOSU Web team and is responsible for overseeing the quality, accuracy, consistency and style of the WOSU Website. Works with the Senior Directors of Marketing and Content to establish strategy, content, marketing and development priorities for wosu.org, and to develop a consistent editorial policy for all digital media content, in tandem with other WOSU editorial policies. Responsible for overseeing content development in all areas of the Web site, ensuring that it is appropriate and professional and that such content is updated on a daily basis where appropriate. Consults with the Senior Directors of Marketing and Content, the Programming and News Departments, the Development and Advancement departments and the Business Office to establish goals and objectives for the coming year that lead the site to meet its strategic, metric and revenue goals.

Additional Information: Along with the online application, applicants are required to submit a cover letter that describes how their experience relates to this position by comparing it to the job duties and qualifications for this position as well as a list of web projects, including URLs, that they have worked on and a brief explanation of their role.

Required Qualifications: Bachelor's Degree in Business, Accounting, Communications or a similarly

related field or an equivalent combination of education and experience.

Desired Qualifications: Experience in administration, accounting, budgeting, management supervision and public broadcasting. Master's Degree or an equivalent combination of education and experience. Considerable experience in a digital media environment and web site/social media creation, online community/content development. Considerable supervisory experience. Demonstrated success as a creative, effective and forward-thinking manager/ team leader; adept at supervising and coordinating several projects in a fast-paced environment; web design and development experience; superior oral and written communication skills; professional blogging and social networking experience; experience with Google Analytics; proven strategic thinking and analytical skills.

Target Salary \$70,000 - \$75,000 Annually
Job Category Administrative and Professional
Job Appointment (FTE%) 100%
Full/Part Time Full Time
Temporary or Regular Regular
Posting Start Date 06-04-2010
Posting End Date 06-20-2010

Position must be applied for online, please go to www.jobstatesu.com and reference Requisition 351001. Applications must be received by 06/20/2010.

To build a diverse workforce Ohio State encourages applications from individuals with disabilities, minorities, veterans and women. EEO/AA employer.