IT Digital Content Creator – Social Media, Ad Hoc Communications

Terms: Fall, Spring (2024-2025)
Keywords: Graphic designer/Illustrator, Artist/Fine Arts, Digital Media
Creator/Mentor: Scott Dills, Campus Engagement Specialist I, dills@ohio.edu
Supervisor: Amanda Davis, Manager, Campus Engagement

Summary

The Office of Information Technology (OIT) is seeking an IT Digital Content Creator who can design and create effective artistic graphic/visual imagery and messaging to capture the attention and interest of our diverse body of University stakeholders. They will also champion the student perspective.

As a **technical** member of the Strategy Management team, the IT Digital Content Creator will:

1. Brainstorm visual/graphic design concepts, art, and imagery to bolster the effectiveness of our division's targeted communications
2. Collaborate with team members on image/art concepts
3. Interpret textual news and other communication items into the visual medium
4. Create effective visual concepts for mass communications, social media, digital media, webpages, physical mediums (brochures/stickers/hand-outs), and other channels as needed
5. Work in round revisions with mentor/supervisor to refine and improve design concepts
6. Create mood boards to inspire design concepts
7. Maintain and create a content calendar (list of dates and concepts) for current and future work
8. Maintain the voice, styles, and conventions consistent with the OHIO Brand

The IT Digital Content Creator will work alongside the Campus Engagement Specialist I to create a vibrant and effective visual presence across all OHIO IT channels. Diverse student perspectives are desired and students from all campuses are encouraged to apply.

This position is primarily remote; however, some on-site work will be required. The successful candidate will not only actively contribute student-centered insights during project planning and revision phases but will also assist the team in increasing student participation in OIT's engagement efforts.

This primarily remote position requires weekly supervision meetings and check points, with most of the time spent on task assignments (either independently or collaboratively).

Details

1. *Position Description*
   a. Develop and render visual imagery/deliverables (e.g., social media, infographics, reels, decorative imagery, physical mediums (brochures, handouts, stickers), etc.) via graphic design products such as Adobe Photoshop, Illustrator, Premiere Pro, and Canva
   b. Aid in developing a calendar/listing of projected visual content
   c. Interpret textual communications into visual imagery
   d. Create new imagery via photography, videos, and graphics software
   e. Attend strategy meetings, check-ins, and reflections as needed

    f.   Work creatively to solve complex problems

    g.   Create other deliverables that assist OIT in better serving OHIO students (e.g., communications, designs, etc.)

    h.   Identify text-based communications that could benefit from graphic design

2. *Benefits of the Position*

a. Develop a graphic design portfolio that can be used for future job/career searches
b. Develop skills in engaging and eliciting actionable feedback from clients and University stakeholders
c. Professional experience with graphic design
d. Develop an understanding of professional IT culture and ways of working, including hybrid and remote work
e. Experience working in agile methodologies
f. Collaborate with a professional team to enhance real-world deliverables such as social media, web content, new features on student-facing apps, and student communications
g. Work directly with a mentor in OIT to reflect on ways to contribute effectively, address roadblocks and challenges, explore professional strengths and interests, and plan potential career paths in the IT field
h. Develop a network of IT professionals at Ohio University
i. Gain improved proficiency in a variety of tools such as Microsoft Office 365, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and Canva

3. *Qualifications*

An ideal candidate will possess (or is willing to further develop) the following attributes:

a. ~~Must have~~ An adequate portfolio of prior design work that demonstrates their skill, abilities, and aptitudes in effective visual art and communication
b. Is pursuing a degree in Graphic design/Fine Arts/Communications or related area
c. Education and demonstrated skill with Adobe Photoshop, Illustrator, InDesign, Premiere Pro, or Canva
d. Conveys student perspectives, including those outside one's own personal experience, to influence University stakeholders
e. Desire to explore career options in Information Technology
f. Meets deadlines and communicates issues early to meet deadlines
g. Communicates effectively in both written and verbal communication
h. Seeks clarity by asking questions in order to achieve results
i. Identifies problems, but also generates potential solutions
j. Can work both independently and collaboratively

4. *Mentoring*

a. Weekly one-on-one meetings with your supervisor and/or mentor to include student-generated agenda items, goal progress, and current workload
b. Personalized, formal onboarding program to OIT's methodologies and tools
c. Collaborative goal setting that includes student's own professional goals
d. Structured networking opportunities with other OIT employees in areas of interest

e. Quarterly evaluations focusing on OIT core behaviors and goal progress