AUBURN
Human Resources

Spec, Digital Asset Management

Job Description

JOB INFORMATION

Job Code	OA62
Job Description Title	Spec, Digital Asset Management
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	11/25/2024 5:27:52 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Photography

JOB SUMMARY

The Digital Asset Management (DAM) Specialist oversees digital media assets for branding and marketing at Auburn University. The position is responsible for leading the overall strategy, implementation, workflow, and organization of the WarDAM digital asset management (DAM) system and overseeing user training and onboarding. Partners with team leaders across campus to organize and secure assets for general use and special projects as needed.

RESPONSIBILITIES

- Oversees the Digital Asset Management (DAM) database to oversee digital media for branding and marketing at the University. Leads the overall strategy, implementation, workflow, and organization of the WarDAM digital asset management (DAM) system and overseeing user training and onboarding.
- Categorizes, tags, and maintains files from creative teams and contributions from colleges and units, ensuring they’re easy to find.
- Establishes, tests, and documents name taxonomies, metadata schema, and tag standards.
- Manages assets, ensures quality control for naming conventions, file management, and copyright compliance, and supports teams with digital asset requests.
- Tracks DAM adoption, monitors file security, ensures system compatibility, and maintains server and backup drives.
- Develops workflows for asset ingestion, categorization, permissions management, version control, delivery, and expiration.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	No Specific Discipline.	and	2 years of	Experience in digital asset management systems, taxonomies, and metadata structures. Experience with high-volumes of spreadsheet data and incoming appointment requests is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Working knowledge of marketing, photography, videography, business and management practices including accounting principles and procedures.	
Knowledge of Microsoft Word, Excel, Outlook, and other Office 365 applications.	
Excellent interpersonal and teamwork skills; excellent written and oral communication skills; well-developed organizational skills; computer and online application skills; strong customer service orientation; ability to assume responsibility, take initiative, and work independently and in teams; Demonstrated ability to build relationships with different groups.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking				X		
Hearing				X		
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.