

## **Job Description Online Communications RSA (Video Concentration)**

**Department:** Communications

**Supervisor:** Christina Huntington, Associate Director of Communications

The Office of Communications seeks an **Online Communications RSA** to assist the Web Project Manager with the following tasks:

- Record audio and video and prepare it for distribution on Rhodes.edu and other sites such as Facebook and YouTube
- Edit video files provided by other videographers
- Build new web sites using the Rhodes web content management system (wcms)
- Make content corrections and updates to the Rhodes web site
- Monitor and occasionally update sites on which Rhodes has a presence, such as Facebook, YouTube and college search sites
- Research trends in online communications and social networking by:
  - Reading and summarizing assigned blogs and articles
  - Participating in Online Innovations group with the Communications Office
  - Completing benchmarking studies
- Other tasks as assigned

### **Qualifications:**

- Familiarity with Adobe Premiere or similar software for video editing
- Knowledge of web editing (Experience preferred in any of the following: HTML, Dreamweaver, Fireworks, Photoshop or a web-based content management system)
- Understanding of web site production and management tasks (optimizing images, formatting page layouts and content, uploading and downloading files)
- Interest in online media and social networking sites and their applications for marketing
- Strong multitasking skills
- Ability to work independently and seek technical support when necessary

### **Term:**

The position begins on the first day of classes and ends the last day of classes.

### **Outcome:**

At the end of the year, the RSA will have gained experience with digital video production; completed numerous Web-based projects, including videos, to include in a portfolio; learned about producing and managing Web content; seen the integration of online communications and Web content into an overall marketing communications strategy; and participated in long-term projects involving diverse groups and interests, including academic and administrative departments and contractors.

### **Contribution to the Communications Office and Rhodes College:**

The RSA helps with daily tasks and supports the increasing demands for new content—especially video—on Rhodes.edu. This position also helps determine the

direction of web-based communications by working with the Online Innovations group to distribute the College's message and increase its visibility to a worldwide audience. By producing videos in-house, this position saves the college the thousands of dollars needed to pay professional videographers.

**Stipend:**

\$10/hr

**Schedule:**

10 hours a week

**To be considered for the position,** send a letter of interest with a resume and samples demonstrating participation in Web editing or content production to **Web Project Manager, 136 Palmer.**