

**Job Code: ..... 101402**  
**Position #: (PSA)...(E)**  
**Developed by: DL, KC**  
**Reviewed by: ..... DLJ**  
**Approved by: ..... LK**  
**Date:..... 08/19**

**UNIVERSITY OF RHODE ISLAND**

**Position Description**

**TITLE:** Specialist, Digital Signage

**DIVISION:** Academic Affairs (Admission) and Student Affairs (Memorial Union)

**REPORTS TO:** Associate Director, Admission/Campus Visit Experience & Welcome Center and Director, Memorial Union/Student Involvement & Center for Student Leadership Development

**GRADE:** 11

**SUPERVISES:** Students staff and interns

**BASIC FUNCTION:**

Responsible for managing the strategic development, system design, content generation, and implementation of digital signage, and other digital communications, to advance the University's mission. Create, edit and maintain university digital signage network content and other digital communications for all partnering academic and administrative departments and units. Manage and prioritize requests. Ensure quality and integrity of information released to external and internal audiences in accordance with established university policy.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Provide leadership, development, ongoing support, and maintenance for digital signage to partnering University Departments and Units.

Collaborate with leadership in the Memorial Union, Office of Admission, and academic and administrative department partners to develop strategic, effective, industry-leading digital screens and interactive communications.

Serve as the administrator for the campus-wide interactive digital screen network and establish accounts for additional network users. Provide management and ongoing support of the University-wide Digital Signage network.

Assist Digital Signage Partners in communicating the brand, navigating University policy, and working with cross-departmental stakeholders.

Provide expert guidance on digital signage strategy, digital information architecture, and digital user experience to University content creators.

Build industry leading digital screen designs; implement digital signage structure and nomenclature to create the most impactful presentation of content. Create an environment for rich user experiences through compelling content-rich digital landscapes, with a focus on usability and accessibility.

Recommend and implement strategic and technological direction for internal and public-facing digital initiatives at the University, including signage, social media integration, and other digital communication channels.

Maintain a high level of understanding of current industry best practices within the realm of digital signage, digital communications, and social media in higher education.

Coordinate user testing and evaluation of digital screens, digital media, and technologies; analyze results and make recommendations.

Design workflows for the digital signage content life cycle, include: content acquisition; content creation; review and approval steps; localization conversion; content deployment; and content optimization and/or content archival.

Review the current digital signage model at the University of Rhode Island and develop a strategic plan, for the future.

**OTHER DUTIES AND RESPONSIBILITIES:**

Work with other contributing Units in the University on the creation and maintenance of digital signage designs and content for promotion, recruitment, retention, alumni outreach, fundraising, and general imagebuilding purposes, as well as day-to-day operations of the University.

Maintain a high level of understanding of current developments in the assigned areas of responsibility, and anticipate future needs.

Perform other duties as required.

**LICENSES, TOOLS, AND EQUIPMENT:**

Personal computers (Windows experience preferred), and software, including: word processing, digital signage, photo/video editing, content management systems, and others as needed.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; Minimum of two years' experience in one or more of the following: development, design, and support of digital signage OR digital signage system management and administration OR digital signage architecture and user experience; Demonstrated evidence of a current portfolio of relevant work; Demonstrated experience with Fourwinds Interactive; Demonstrated knowledge of touchscreen and video wall design principles; Demonstrated strong interpersonal and

verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated training and product evaluation experience; Demonstrated experience in customer service; Demonstrated experience in preparing and presenting reports; Demonstrated ability to work independently on multiple assignments and to work collaboratively within a team; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Minimum of two years' experience of progressively responsible experience in the development, design, and support of digital signage in a higher education environment; Demonstrated knowledge of industry developments, trends, and practices; Demonstrated experience with Windows Server 2008 – 2012, SQL Express, VMWARE; Demonstrated professional experience with Adobe Creative Suite and/or similar applications, ( i.e. Photoshop, After Effects, and/or Flash); Demonstrated experience in multimedia creation, including online video/audio; Demonstrated visual design experience; Demonstrated experience using and/or developing WordPress; and, Demonstrated experience in customer service in higher education.

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**