

Task Guide

Digital Media Department Roles & Responsibilities

Responsible: Vice President of Digital Media

Task Description:

To help make the digital media department run effectively it is important that certain roles are established so employees become familiar with their jobs and the complex things they need to do. Review the roles with your department and ask for volunteers to work in the specific areas of need. If no volunteers step forward then assign the responsibilities based on who you feel will do the best job in that role. Each role should have a back up to do the job if the lead in that position is absent. Team members can take on more than one role if needed to support at times of high work volume. The Vice President will assist in all areas and will oversee the work being done by the department

Roles:

Lead Web Designer: This position will be responsible for overseeing the company website and will work closely with the Vice President on the company web presence and the assigning of web associates to areas of the website. They will be responsible for maintaining and updating the company home page weekly to make sure fresh information is being added the home page and old information is removed. They will make sure that the navigation and links are working on all pages. The Lead Web Designer will oversee any web associates working on the company website. They will need to learn the WIX website tools and work daily on the website.

Web Associate: This position will be responsible for supporting the Lead Web Designer and will be assigned areas of the web site to maintain. They will responsible for the quality of the content that they are assigned. They will need to learn the WIX website tools and work on the assigned areas of the website.

Lead Videographer: This position will be responsible for the gathering of all video footage throughout the year. They will be checking out the video recorder and recording events as they happen. They will upload the video footage on the company video editing station and will work with the Vice President on video projects and video competitions. They will work in iMovie or Final Cut Pro to produce company related videos.

Web Associate: This position will be responsible for supporting the Lead Videographer and will assist in video shoots, gather video footage and video editing as assigned. They will need to learn the iMovie and work on the assigned tasks.

Photo Librarian: This position will be responsible for all photography of company employees and events. They will take pictures at events and upload the pictures to the company Google Photos so that all departments have access to the photos. They will check out the camera when needs and will maintain all company photo archives.

Print this sheet and record the employees that will serve in the roles, (people can be used in no more than two roles.)

Department Role	Name of Employee (s)
Lead Web Designer	
Web Associate	
Lead Videographer	
Video Associate	
Photo Librarian	