Senior Digital Asset Management Specialist

Location: [North America] [Mexico]

Town/City: Home Working

Category: Communications

Job Type: Open-ended, Full-time

*Preferred position location: Mexico. Other locations within the South/Central/North America time zones (Remote) where WVI is registered to operate are preferred.

*Please submit your CV in English.

PURPOSE OF POSITION:

Reporting to the Senior Manager of Global Content, the Sr. Digital Asset Management Specialist is responsible for leading overall strategy and workflow of the Digital Asset Management system, as well as overseeing user training/onboarding. This role is responsible for ensuring adoption and use of the system across Support Offices, National Offices and Global Center departments and offices.

As part of the Global Content Team within Global Marketing and Communications, this role will support the Partnership strategy "Our Promise" by ensuring timely and easy access to content aligned with the strategy. The overarching purpose of the Global Content team is to showcase and distribute strategic content that is easily accessible through current and emerging technologies.

This position will help meet Partnership content needs by leading the creation of collections and content packages with aim towards alignment with Support Office content needs. This will include reducing duplication and making editorial decisions on content in systems. To accomplish this and to facilitate Support Office adoption and use of the system, this role will work closely with Support Office marketing and communication staff.

The Sr. Digital Asset Management Specialist will work closely with regional and national communicators, SO and ADP staff, on future systems changes, training and capacity, and troubleshooting. During rapid-onset emergencies, this role will activate as surge capacity to ensure content moves as quickly as possible from the field to users. Oversight of child protection and copyright solutions are also a part of this role.

This role will work alongside the Content Librarian and other team members in asset management, including applying tags and captions, cataloguing and qualitative review of photo, video, audio and text resources within the Digital Asset Management System.

KEY RESPONSIBILITIES:

- Work with key stakeholders to create and implement roadmap for future development of the DAM system. Establish and lead initiatives surrounding the organization's DAM system. Survey the evolution of Cortex DAM, its new functionalities and the general trends in the field.

- Perform and supervise others in tagging and uploading of assets in DAM system. Improve how we catalog and access photos as an enterprise. Ensure compliance with Safeguarding policies and ensure Digital Rights Management and maintain access control with end users (understand Digital Rights Management, and advise and configure archival policies).

- Ensure scaling (especially for Support Offices) through robust user engagement and training. Create tutorial/instruction documents, supervise onboarding and training of staff on DAM system.

- Oversee daily maintenance and usability of Digital Asset Management (DAM) system. Work with IT and consultants to document and address bugs and feature improvements.

- Create governance, process, and documentation for future continuity in managing assets. Ensure quality customer experience by establishing best practices for the DAM, including taxonomy, metadata schema, tagging standards, workflows and processes across the entire organization and within multiple digital asset categories.

KNOWLEDGE, SKILLS & ABILITIES:

- Bachelor's degree or equivalent experience in communications, marketing, information science, computer sciences, library science, multi media studies, or other relevant discipline.

- Extensive knowledge of DAM systems, including structure, functionality, taxonomy and metadata.

- Robust understanding of digital video production workflows including pre-production, post-production, editing and archival processes.

- Superior organization, project management skills and attention to detail.

- Ability to be self-directed, to create workplans and to deliver projects on schedule.

- Detail-oriented with the ability to multi-task and meet deadlines with minimal supervision.

- Strong interpersonal skills and the ability to effectively communicate, both written and verbally in English with other departments and stakeholders.

- Excellent computer skills, including MS Office suite, intranet and internet, and database applications.

- 3+ years of experience in Digital Asset Management.

- 5+ years working within a World Vision Support Office.

- Keen cross-cultural understanding; ability to collaborate across teams and time zones.

- Firm understanding of photography, creative, and production processes common in agencies and digital media organizations.

- Demonstrated ability in photo and video curation; able to identify compelling / powerful images, videos and other narratives.

- Experience in working with all types of multimedia formats.

- Demonstrated experience in cataloging, indexing and use of digital library / archive metadata standards.

- Effective in written and verbal communication in English.

Preferred:

- Excellent knowledge of creating, retouching, optimizing and delivering imagery across multiple channels.

- Experience with Cortex Digital Asset Management (by Orange Logic).

Work Environment/Travel:

- The position requires ability and willingness to travel domestically and internationally up to 20% of the time.

- Flexibility is required to work outside of normal office hours to accommodate meetings with staff based in other timezones.