

(Our Company)
Job Description

Job Title: Digital Asset Manager
Reports To: Dir Marketing/Creative Ops. or Dir Apps/Information Mgmt.
Prepared By: Hiring Manager or Recruiter
Prepared Date: 00-00-2017

SUMMARY

The Digital Asset Manager is responsible for the development, oversight, and management of (Our Company)'s enterprise digital asset management strategy. This strategy will support the use of a diverse matrix of digital assets within the enterprise in today's workflows but will also help shape the long-term infrastructure for tomorrow's digital asset needs. Successful management of this strategy requires this role to identify, implement, and support systems and processes. This role must also be able to connect with a range of business units, determining each business's unique need, allowing areas of customized support to be supported while also influencing the adoption of enterprise DAM solutions.

As part of the enterprise digital asset management strategy, the Digital Asset Manager will also work with I.T. to drive development of (Our Company)'s digital preservation program. This program addresses the most cost-effective methods for storing digital assets in today's infrastructure and also identifies key digital assets to support tomorrow's content use and distribution needs.

This position will recognize and mandate the necessity of accurate digital asset cataloging and metadata standards programs, making efficient use of company master data, cataloging captured during a workflow with tailored cataloging programs that ensure digital asset metadata that ensures proper storage and efficient search and retrieval of assets.

SUPERVISORY RESPONSIBILITIES

The Digital Asset Manager is responsible for all other DAM employees and contractors. [\(i.e. Digital Asset Coordinator/Digital Asset Specialist/Librarian\)](#)

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to:

DAM Development, oversight and management

- Immerse in the Customer Experience environment to gain a thorough understanding of (Our Company)'s needs.
- Identify and establish unique ways to organize and manage the entire asset life cycle from creation to distribution, production, and archiving across multiple teams.
- Demonstrate an understanding of legal issues around digital asset use and create solutions that serve both creative and legal requirements.
- Find creative solutions to regular system issues in the everyday use and access to (Our Company)'s DAM.
- Create clear and detailed case studies/user stories and reporting/acceptance criteria to identify and prioritize requirements and workflow.
- Participate in the development and maintenance of asset metadata models incorporating industry standards and (Our Company)'s unique requirements.
- Schedule and conduct regular meetings with vendors, contractors, and third parties using (Our Company)'s DAM in order to manage input and meet user needs.

- Understand tools available internally and externally to devise solutions that are flexible for our organization's use while making our process more efficient.
- Develop a thorough understanding of user needs and how these differ to create solutions that work for individual audiences.
- Develop, schedule, and conduct DAM user training for different audiences both internal and external to (Our Company).
- Influence (Our Company)'s larger DAM/CMS enterprise direction and solutions.
- Clearly present proposals, status, and solutions to other departments and management.
- Manage relationships with outside vendors and contractors working with (Our Company)'s DAM
- Marshal resources from a matrix functional group to get things done, and use resources effectively and efficiently.

Knowledge Skills and Abilities

- Demonstrated success implementing digital asset management solutions and workflows in a complex enterprise creative environment.
- Proven success as a key member of a matrixed, cross-functional team.
- Able to communicate and direct equally well with people in business, creative, and technical positions.
- Able to apply sound judgment and demonstrates leadership ability.
- Outstanding attention to detail and commitment to excellence.
- Excellent oral and written communicator, with great interpersonal skills. Able to forge trusting relationships within a diverse team.
- Familiarity with the issues surrounding copyright, rights of image, and rights relating to the creation and distribution of information, imagery, and other licensed materials (audio, video, text, CAD, etc.)
- Solid technical background, experience managing technical projects, and/or hands-on technical experience.
- Proficient in Adobe Creative Cloud and Microsoft Office products.
- Understands software development requirement gathering, methodologies, implementations, and timelines.
- Broad understanding of digital file types, but specifically knowledgeable regarding all visual rich media formats.

EDUCATION and/or EXPERIENCE

- Bachelors degree in Information Technology, Marketing or equivalent work experience
- 5+ years working with DAM technology
- 5+ years marketing operations/creative services experience
- Experience with digital catalog and e-commerce
- Experience with pre-media/print production a plus

TECHNICAL SKILLS

- Proficient database, data management skill
- Advanced capability with Microsoft Excel
- Adobe Creative Cloud skill, Photoshop proficiency
- Knowledge of HTML, XML, FTP and API application
- Understand networked server environments
- Cross platform capable (MAC/PC)