



Job Description

Position Title :	Digital Media Specialist
Department :	Marketing
Report to :	Marketing Supervisor
Location :	University of Puthisastra

I. Job Summary:

Digital Media Specialist is responsible for developing high-quality multimedia content to support UP's marketing and brand initiatives. This role oversees graphic design, photography, videography, editing, and post-production to effectively document events, promote academic programs, and strengthen institutional visibility.

The Media Specialist plays a key role in executing integrated marketing campaigns by producing engaging visual content for digital platforms, social media, websites, and promotional materials to enhance audience engagement, brand positioning, and overall communication impact.

II. Key Responsibilities:

To effectively support UP's digital marketing and brand communication objectives, the Digital Media Specialist is expected to perform the following key responsibilities:

1. Creative Design & Visual Production

- Design promotional materials including posters, banners, social media graphics, and event visuals aligned with UP Brand Guidelines.

- Ensure all creative outputs maintain consistency in branding, tone, and visual identity.
- Develop creative concepts for program promotions, student recruitment campaigns, and university events.

2. Photography & Videography

- Plan and execute photo and video shoots for academic activities, events, interviews, and promotional campaigns.
- Capture high-quality visual content that reflects UP's professionalism and academic excellence.
- Coordinate shooting schedules and prepare necessary equipment and setup.

3. Editing & Post-Production

- Edit photos and videos for social media, website, digital ads, and internal communication.
- Produce highlight videos, reels, testimonials, and promotional content.
- Ensure timely delivery of content according to campaign timelines.

4. Digital Asset & File Management

- Organize and maintain structured documentation of media files in OneDrive or Google Drive.
- Ensure proper naming conventions, archiving, and accessibility of digital assets.
- Maintain updated media libraries for future marketing use.

5. Brand Communication & Collaboration

- Understand UP's brand positioning, values, and communication guidelines.
- Collaborate with the marketing team, faculties, and departments to understand content needs.
- Provide visual direction and guidance to ensure brand consistency across materials.

6. Innovation & Continuous Learning

- Stay updated with digital trends, design tools, and content formats (e.g., short-form video, reels, AI tools).

- Proactively explore new creative approaches to enhance engagement and visual impact.
- Demonstrate willingness to learn, adapt, and improve creative and technical skills.
- Perform other tasks as assigned by the Line Manager to support marketing and digital initiatives.

III. Qualifications & Requirements:

Education & Experience

- Bachelor's degree in Marketing, Communication, Digital Media, Multimedia Design, or related field.
- 1–3 years of experience in digital media, content creation, or marketing communications.
- Experience in photography, videography, and editing for social media or digital campaigns is preferred.
- Prior experience in an educational institution or brand communication is a plus.

Technical Skills

- Proficient in graphic design tools (e.g., Adobe Photoshop, Illustrator, Canva).
- Skilled in video editing software (e.g., Adobe Premiere Pro, Final Cut, CapCut).
- Strong photography and videography skills, including lighting, composition, and use of professional cameras and shooting equipment (DSLR, mirrorless, gimbals, tripods, lighting kits).
- Familiarity with digital platforms and social media management (Facebook, TikTok, Instagram, YouTube).
- Knowledge of organizing and managing digital assets in OneDrive, Google Drive, or similar platforms.

Soft Skills & Competencies

- Strong creativity and visual storytelling abilities for digital promotion.
- Good communication skills to understand UP brand standards and guide team members or collaborators.
- Detail-oriented with good organizational and documentation habits.
- Ability to work independently and collaboratively in a team environment.

- Willingness to learn, explore new digital trends, and adapt to evolving marketing needs.
- Proactive problem-solving and ability to handle multiple tasks under deadlines.

IV. Opportunities:

- Work in an open and dynamic environment that encourages creativity.
- Hands-on experience with cameras, lighting, sound systems, and more.
- Opportunities for career growth and promotion.
- Join internal training programs and workshops to improve skills.
- Access external courses or professional development opportunities.
- Education support for relatives or family members. (T&C Applied)
- Public holidays and benefits according to Cambodian labor law.
- Health insurance and social security (NSSF) as per Cambodian labor law.

Interested candidates are invited to submit their CV and portfolio to jobs@puthisastra.edu.kh. Only short-listed applicants will be contacted. We look forward to welcoming a creative and motivated Digital Media Specialist to the UP team!