

Role Profile: Digital Learning Asset Manager

Team: Creative Design - HF Core

Reporting to: Head of Production

Job Level: Level 3

Purpose...

We are looking for a Digital Asset Manager to be responsible for embedding and maintaining our new DAM (Digital asset management system). offering training and support to teams using and uploading assets. You'll work closely with the Head of Production, content producers and graphic designers to develop workflows for editing and adding new content, and you'll maintain high tagging and ethical standards to ensure all available content is suitable for external use.

As Digital Asset Manager you'll inspire staff with available content and finding creative ways to make the organisation aware of the assets the team is producing.

The role is to.....

- Manage and administrate the HF Digital Asset Management (DAM) platform.
- Implement governance and processes for the DAM whilst ensuring user compliance and accurate reporting.
- Contribute to the wider work of the Core Team, as a member of project teams and as a source of expertise on HF core content.
- Support in delivering and distributing content to our customers.
- Provide front-line support to ensure users are proficient in their use of the system; respond effectively to system errors, user feedback and requirements.

You will be...

We're looking for an organised individual with great communication skills. You'll need to be able to make strategic decisions and plans for optimizing and promoting the system and its contents, but you won't shy away from getting stuck into the day to day of preparing and managing content.

Naturally curious, you seek to understand what is important to our employees and internal customers, and are confident enough to challenge with pace, positivity and enthusiasm.

Always seeking to improve, you're as committed to your own development as you are to delivering service excellence and process improvements.

Motivated to take ownership; you are agile and able to adapt in the moment, confidently making decisions under pressure.

Someone who thrives in a fast-paced role where each day brings new insights, challenges and achievements - you see the bigger picture and love sharing ideas and innovation.

Passionate about delivering a great service to your internal clients whilst ensuring positive experiences for the broader HF community, you are not prepared to stand still and always want to push to see how much better you can make something work.

You will have...

- Proven knowledge and experience of managing and developing a large-scale digital asset management system.
- Proven knowledge and experience of organising a wide array of assets and associated information at a high level.
- Proven understanding of digital image asset workflow and processes.
- Proven knowledge and experience of improving systems.
- Proven experience of gathering and implementing user feedback.
- Good analytics and reporting skills.
- Solid knowledge of GDPR.
- Good understanding of user experience principles.
- Knowledge and understanding of digital file formats (image, video, etc) and media usage rights terminology.
- Driven to see things through to completion, you love it when a plan comes together, and you create meaningful relationships that help you to achieve your goals.
- Strong problem solving and consultative skills.

Success in the role is...

- Excellent 360 feedback from senior leaders, our clients, your team and HF Sales team.
- Excellent Customer and partner feedback on our content sharing via the DAM.
- Robust content management processes in place and being adhered to.
- Role modelling of Hemsley Fraser Values.