Digital Asset Manager, Marketing - Lakeland
Job ID #: 12440
Location: Lakeland, FL between Orlando and Tampa
Functional Area: Marketing Operations
Business Unit: Corporate
Employment Type: Full Time - Regular
Education Required: Bachelors Degree
Work Hours: Minimum 45 hours per week
Minimum Base Pay: $4,385.00
Maximum Base Pay: $6,605.00
Travel Percentage: 0%
Type of Pay: Salaried
Frequency of Pay: Monthly
Potential Annual Pay with Bonus (Monthly Paid Positions Only): $57,005 - 85,865

Position Description

In Marketing, the Digital Asset Manager establishes the initial and ongoing utilization of the enterprise Digital Asset Management system. This includes ensuring that policy and rights management guidelines are developed and communicated so that users are able to retrieve Publix-owned or licensed assets for use in strategic marketing campaigns. The Digital Asset Manager will have a deep understanding of the Digital Asset System and provide ongoing training to the user community. This also includes serving as the Marketing liaison to other Digital Asset Management enterprise system stakeholders and providing feedback on the users’ experience and needs. The Digital Asset Manager reports to the Manager of Marketing Technology.

Responsibilities include the following:

• Strategically implement and manage a digital assets policy as well as the ongoing evaluation and administration of Publix Marketing’s digital asset rights.
• Act as the single point of contact for the Marketing organization and with key enterprise stakeholders.
• Serve as the Marketing organization’s lead for user administration and definition of roles within the Digital Asset Management (DAM) system.
• Train Marketing associates on proper usage and best practice strategies of the enterprise DAM software system.
• Participate in efforts to evaluate, integrate and test with other Marketing-related technologies to deliver overall process and productivity gains that come with an integrated marketing suite of products.
• Dedicate time to innovation and quality improvement by identifying new ways to achieve goals, keeping current with trends, and applying new concepts and solutions accordingly.
• Manage special operations-related assignments, which can include but is not limited to training and development, project management, executing reporting and presenting results to Marketing leadership.

Required Qualifications

• Bachelor’s degree in Advertising, Graphics Design, Marketing, Library Science, Mass
Communications, Computer Sciences, or equivalent experience,
• A minimum of 3 years in DAM administration or related field,
• Comprehensive knowledge of enterprise digital asset management software,
• Ability to design systems for tagging images and cataloging taxonomy,
• Ability to develop content policies,
• Knowledge of both MS Windows XP and MAC OS operating systems,
• In-depth knowledge of file formats (print, digital, video) and media usage rights terminology,
• Strong knowledge of Adobe Creative Cloud software including Acrobat Pro, Photoshop, Illustrator, and InDesign,
• Knowledge of Microsoft Office applications (Word, Excel, Access, PowerPoint, Outlook),
• Basic knowledge of Search Engine Optimization (SEO),
• Ability to operate, maintain, query, and update databases and systems,
• Knowledge of the different marketing communication channels to effectively deliver information to different audiences with varied levels of access to technology,
• Familiarity with legal approval processes in the licensing industry,
• Knowledge of trademarking and intellectual property law,
• Experience with presenting executive and management level reporting,
• Excellent written and verbal communication skills,
• Problem solving and research skills,
• Ability to grasp narrative and message intent and analytical skills,
• Ability to work effectively as a leader or member of a cross-functional team,
• Project management and leadership skills,
• Ability to work well under pressure and to work on multiple projects at one time,
• Willingness to work extended hours including evenings, weekends, or at home as needed,
• Willingness to be flexible and respond to quickly changing priorities on short notice, and
• Willingness to travel with overnight stays up to one week or longer.

Preferred Qualifications

• Masters of Library and Information Science (MLIS),
• Graphics background, advertising agency or printing/publishing experience,
• Involvement with professional digital library associations a plus, (i.e. – DAM Foundation), and
• Basic knowledge of Publix’s Marketing Resources System (MRM) and Content Management System (CMS).

Additional Information

Please be sure to monitor your email, including your spam folder, daily for communications you may receive during the recruiting and selection process for this position. Please do not use your Publix email address when applying.

Once your application has been successfully submitted you will receive a confirmation email.

Benefits

• Employee stock ownership plan that contributes Publix stock to associates each year at no cost
• An opportunity to purchase additional shares of our privately-held stock
• 401(k) retirement savings plan
• Group health plan (with prescription benefits)
• Group dental plan
• Group vision plan
• Sick pay
• Long-term disability insurance
• Company-paid life insurance (with accidental death & dismemberment benefits)
• Tuition reimbursement
• Vacation pay
• Free hot lunches (buffet-style) at facilities with a cafeteria
• Paycheck direct deposit
• Credit union
• Access to over 50 discount offers including discounts on computer, vehicle and wireless purchases
• 6 paid holidays (Associates can exchange the following holidays with their manager’s approval)
  New Years Day
  Memorial Day
  Fourth of July
  Labor Day

Year End Bonus

One month’s pay (pro-rated in the first year) if associate remains employed through issue date of the bonus check.