

Title: Digital Content Automation Specialist

Job description:

The TIM program is determined to amplify the voices of its faculty, staff, and students in the digital landscape. To establish a commanding online presence, TIM seeks to adopt streamlined workflows that empower non-experts to effortlessly convert raw content into polished, shareable material without requiring extensive editing or social media marketing expertise.

We are currently seeking a creative and detail-oriented individual to spearhead the development of new workflows, leveraging automation and innovative AI technologies to generate high-quality, shareable content for publication on the TIM website and various social media channels.

You will create automated technology stacks that produce informative, engaging, and professional-grade content ready for distribution across multiple platforms, including YouTube, LinkedIn, Instagram, and the TIM website. Your role will involve researching and integrating the necessary technologies and processes to establish seamless workflows, enabling staff and faculty to effortlessly upload their own content or curated material and receive refined, ready-to-share content across the required channels.

Responsibilities:

1. Spearhead the development of streamlined workflows leveraging automation and AI technologies to convert raw content into polished, shareable material.
2. Develop automated technology stacks for creating informative, engaging, and professional-grade content for publication across various platforms, including YouTube, LinkedIn, Instagram, and the TIM website.
3. Conduct extensive research on innovative technologies and processes to facilitate seamless content production and distribution workflows.
4. Ensure the new workflows empower non-experts to upload their own content or curated material and receive refined, ready-to-share content across multiple channels.
5. Collaborate with the faculty, staff, and students to understand their content needs and design workflows accordingly.
6. Monitor and evaluate the effectiveness of the implemented processes, ensuring they meet the program's content production and distribution needs.
7. Provide comprehensive training materials and support to the staff, faculty, and students to ensure smooth adoption of the new workflows.

Requirements:

1. Bachelor's degree in communications, Computer Science, Information Systems, or a related field; a master's degree would be an added advantage.
2. Demonstrated experience in content production, automation, and AI technologies.
3. Familiarity with content creation for various social media platforms, including YouTube, LinkedIn, Instagram, etc.
4. Strong understanding of digital marketing principles, with a focus on content strategy and distribution.
5. Proficiency in using and integrating automation and AI tools, such as **PowerBI, Power Automate, M365 tools, using/creating APIs**, into workflows.
6. Strong problem-solving skills and the ability to innovate new workflows.
7. Exceptional communication skills for effective collaboration and training.
8. Ability to work independently and handle multiple tasks concurrently.
9. Experience in developing and providing training materials and support would be an advantage.
10. A creative and detail-oriented mindset.