JOB ANNOUNCEMENT

POSITION TITLE       Digital Media Specialist
DEPARTMENT           Communications
HOURS                Regular Part-time
                      20 hours per week
STARTING SALARY      $24.25 to $26.00 per hour DOQ
FLSA CLASSIFICATION  Non-Exempt (Overtime eligible)
TO APPLY             Send resume and cover letter to one of the following:
                      Search Coordinator
                      Health District of Northern Larimer County
                      120 Bristlecone Drive
                      Fort Collins, CO 80524
                      Fax:  970-221-7165 (Attn.: Search Coordinator)
                      Email:  searchcoordinator@healthdistrict.org

To receive full consideration, materials should be received by Friday, December 31, 2021. Position will remain open and applications accepted until filled.

COVID-19 vaccination is mandatory for all covered employees. A new hire must be vaccinated, or at least have obtained the first dose prior to the start date.

QUALIFICATIONS

Required

Education or Formal Training
• Bachelor’s degree or equivalent in marketing, journalism, public relations, new media, graphic design or related field.

Experience
• A minimum of three years of professional experience in social media management, marketing, communications or related field.
• Experience developing a variety of digital assets, including social media content, online ads, and videos.
• Experience maintaining social media accounts, including creating and scheduling original text, graphic, photo, and video content.
Knowledge, Skills and Abilities
- Intermediate computer and keyboarding skills to include Microsoft Office Suite software (Word, Excel, PowerPoint) and Outlook.
- Basic knowledge of principles of graphic design and photo and video composition.
- Understanding of social media platforms and best practices, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Ability to create engaging photo and video content with a DSLR or phone camera.
- Ability to create, manipulate, and edit digital content using desktop or online platforms.
- Familiarity with website content management systems
- Ability to communicate clearly, concisely, and accurately, orally and in writing.
- Ability to inform and entertain via written and visual media.
- Ability to perform work with a considerable degree of independent initiative and creativity.
- Ability to establish and maintain good working relationships with team members, co-workers, and the public.

Special Consideration Will Be Given For:
- Skills in developing content that is culturally and linguistically relevant.
- Written and oral fluency in English and Spanish language.
- Experience developing and executing online advertising campaigns on Facebook and Google.
- Knowledge of search engine optimization and best practices.
- Understanding of web metrics and digital analytics, with the ability to generate, analyze, interpret, and communicate data.
- Working knowledge of HTML and CSS.
- Experience working in a health-care, government, or non-profit setting.

Physical Demands and Working Conditions
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
  - Must have close visual acuity to perform activities such as: preparing and analyzing data and figures, viewing a computer monitor, extensive reading.
  - Must be able to sit or stand for prolonged periods.
  - Must have eye-hand coordination and manual dexterity sufficient to operate a computer keyboard, telephone, photocopier, and other office equipment.

Infection Control Requirements
- A COVID-19 vaccination is mandatory for all covered employees.

Other Requirements
- Requires Reliable Vehicle; Valid Driver’s License and Auto Insurance
REPORTS TO     Communications Director

POSITION OVERVIEW
The Digital Media Specialist works cooperatively with program staff and the Communications team to expand the Health District’s use of digital media to educate, inform, and engage constituents across a variety of platforms, including social media and the Health District web properties. Using communication techniques, design skills, and a knowledge of how best to leverage new media, the Digital Media Specialist creates effective digital content that complements existing unearned and paid media marketing communications efforts to promote awareness and understanding of the Health District and increase utilization of services. The Digital Media Specialist also assists in efforts to educate the community about critical health issues. Lastly, the Digital Media Specialist assists Communication Team members in keeping the Health District website updated with current information.

ESSENTIAL FUNCTIONS AND DUTIES

Digital Content Creation and Social Media
- Create digital content, including videos and photos, for a wide range of platforms, including Health District website and intranet, as well as social media channels.
- In conjunction with Communication Director and program staff, develop digital strategies that attract users and promote engagement on Health District social media channels.
- Working with the Communications Director and Graphic Designer as appropriate, create digital content for social media channels that support organizational communication objectives and promote awareness, understanding, and utilization of the Health District and its services.
- Schedule and post original digital content to Health District social media channels.
- Monitor local and national social media for appropriate and relevant content to be shared on Health District accounts.
- Monitor and report social media metrics.
- Follow and maintain awareness of internet and social media industry trends, legal considerations, and best practices.

Digital Advertising
- Working with the Communications Director and Graphic Designer as appropriate, develop digital advertising assets.
- Target, manage, and monitor online advertising on Facebook, Instagram, Google and other platforms as needed.
- Monitor and report digital advertising metrics.
- Follow and maintain awareness of digital advertising trends and best practices.

Website Maintenance
- Update website with timely content (news releases, classes, meetings, Compass stories).
- Look for and apply ways to improve website with new digital content.
- Ensure that newly created web content meets standards for accessibility.
Other

- Develop and maintains positive, professional, productive working relationships with supervisor, the director, and co-workers.
- Other duties as assigned.

The above job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

**General Benefits Description** - The Health District provides paid time off, medical and dental insurance, life and disability insurance, 401(a) employer match, and a robust employee wellness and recognition program. Vision insurance and an additional pre-tax retirement plan is offered. A complete list of benefits can be found on the Health District website.

**Equal Opportunity Employer** - The Health District is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnic or national origin, ancestry, age, sex, pregnancy, disability, genetic information, veteran status, gender, marital status, sexual orientation, gender identity or expression, religion (creed), political beliefs, or any other characteristic protected by federal, state or local laws.