POSITION TITLE  Digital Media Specialist
DEPARTMENT  Communications
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. The content will complement 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.

SUPERVISION AND FISCAL RESPONSIBILITIES
This position has no supervisory or fiscal responsibilities.

EXAMPLES OF DUTIES

Digital Content Creation and Social Media
• Creates 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 the Communication Director and program staff, develops digital strategies that attract users and promote engagement on Health District social media channels.
• Works with the Communications Director and Graphic Designer as appropriate to 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.
• Schedules and posts original digital content to Health District social media channels.
• Monitors local and national social media for appropriate and relevant content to be shared on Health District accounts.
• Monitors and reports on social media metrics.
• Follows and maintains awareness of internet and social media industry trends, legal considerations, and best practices.

Digital Advertising
• Works with the Communications Director and Graphic Designer as appropriate, develops digital advertising assets.
• Targets, manages, and monitors online advertising on Facebook, Instagram, Google, and other platforms as needed.
• Monitors and reports on digital advertising metrics.
• Follows and maintains awareness of digital advertising trends and best practices.

Website Maintenance
• Updates website with timely content (news releases, classes, meetings, Compass stories).
• Looks for and applies ways to improve our website with new digital content.
• Ensures that newly created web content meets standards for accessibility.
Health District of Northern Larimer County
Digital Media Specialist

Other
- Develops and maintains positive, professional, and productive relationships with consumers, the public, other agencies, co-workers, and supervisors.
- Other duties as assigned.

QUALIFICATIONS
- Bachelor’s degree or equivalent in marketing, journalism, public relations, new media, graphic design or related field.
- 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.
- Basic knowledge of principles of graphic design and photo and video composition.
- Experience maintaining social media accounts, including creating and scheduling original text, graphics, photo, and video content.
- Understanding of social media platforms and best practices, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Experience developing and executing online advertising campaigns on Facebook and Google is desired.
- Familiarity with website content management systems.
- 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.
- Ability to inform and entertain via written and visual media.
- Ability to perform work with a considerable degree of independent initiative and creativity.
- Understanding of web metrics and digital analytics, with the ability to generate, analyze, interpret, and communicate data.
- Detail oriented, excellent organizational skills, with a commitment to high-level accuracy.
- Ability to communicate well verbally and in writing, and to keep accurate and complete records.
- Skills in developing content that is culturally and linguistically relevant are desired.
- Written and oral fluency in English and Spanish language is desired.
- Knowledge of search engine optimization and best practices is desired.
- Working knowledge of HTML and CSS, is desired.
- Experience working in a healthcare, government, or non-profit setting, is desired.
- Intermediate skills in Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook).
- Requires reliable transportation; valid driver’s license and auto insurance if reliable transportation is by personal automobile.
- Must comply with infection control policies for this position.

The above job definition information 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.

WORK ENVIRONMENT
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.

Must have the ability to move from place to place on the job.

Must have the ability to communicate information and ideas verbally so others will understand.

**General Benefits Description** - For qualifying employees, 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 are 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.