



## Position Description

**Position Title** Digital Media Specialist

**Career Level/Grade** P2

### Position Overview

The Digital Media Specialist will be a creative, analytical and detail-oriented person who can develop, implement and optimize our digital media strategies. The position will be responsible for managing and enhancing our online presence through our digital advertising, content marketing, social media, SEO/SEM and data analytics. This role plays a key part in driving brand awareness and client engagement.

### Supervision and Fiscal Responsibilities

No direct reports or fiscal responsibility.

### Examples of Duties

- Create, manage and publish high-quality digital content, including videos and photos, for a range of platforms, including the Health District website and intranet, as well as social media channels.
- Develop and execute engaging digital media campaigns across platforms (Google Ads, Instagram, YouTube, LinkedIn, etc.).
- Develop digital strategies that attract users and promote engagement on Health District social media channels.
- Responsible for making modifications to processes that enhance the performance of the department
- Monitor and maintain awareness of digital advertising and industry trends, and best practices.
- Update website with timely content, look for and apply ways to improve website with new digital content, and ensure that newly created digital content meets WCAG and ADA standards for accessibility.
- Use analytics tools (Matomo, Google Analytics, social media metrics) to track performance and produce regular reports for stakeholders.
- Conduct keyword research and implement SEO best practices across web and content platforms.
- Develop and maintain positive, professional, and productive relationships with consumers, the public, other agencies, co-workers and supervisors.

### Qualifications

- Bachelor's degree in marketing, journalism, new media, graphic design or related field, with a minimum of 5 years of experience.
- Equivalent combination of education and experience level.

### Knowledge, Skills, & Abilities

- Knowledge of principles of graphic design, and photo and video composition.
- Understanding of social media platforms, trends and best practices.
- Knowledge of website content management systems.
- Knowledge of web metrics and digital analytics, with the ability to generate, analyze, interpret and communicate data accurately and effectively.
- Ability to create engaging photo and video content with a DSLR and phone camera.
- Ability to create, manipulate and edit digital content using desktop or online platforms.
- Initiative to resolve moderately complex problems and assignments.

# Health District of Northern Larimer County

## Digital Media Specialist

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- Ability to communicate well verbally and in writing, and to keep accurate and complete records.
- Commitment to contributing to an inclusive and equitable working and learning environment.
- Ability to effectively interact, work and develop meaningful relationships with people of diverse backgrounds, including cultures, beliefs, customs, socioeconomic statuses, abilities, genders, gender identities and sexualities.
- Ability to maintain confidentiality with protected client information.
- Ability to work both cooperatively within a team and independently.
- Ability to maintain professional, positive and productive relationships.
- Intermediate skills in Microsoft Office Suite (Word, Excel, PowerPoint and Outlook).

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 accommodation 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.
- Requires reliable transportation; valid driver's license and auto insurance if reliable transportation is by personal automobile.

### Infection Prevention

During flu season, flu shots are strongly recommended for this position.

### Equal Opportunity Employer

The Health District is committed to creating an equitable and inclusive workplace and proudly serves as an Equal Opportunity Employer. We welcome applicants from all backgrounds and ensure that all qualified candidates 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.

**We believe that diverse backgrounds and perspectives strengthen our organization, so we consider a combination of experiences to meet minimum qualifications.** Experience may include related knowledge, skills, abilities, education, work, and lived/living experience. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.