

## **Digital Media Specialist**

The Digital Media Specialist works closely with the Creative Content Manager + Digital Strategist to support digital content development and scheduling for internal and external clients. In this position, you will draft and schedule content for the clients and the agency in addition to monitoring and responding to social media activity across social channels.

You will report directly to the Creative Content Manager + Digital Strategist and work with creative project managers and the design team to develop and deliver excellent and engaging digital content for clients.

### **Essential Job Duties**

#### *Learning (15%)*

- Participate in professional development and learning activities to continuously improve leadership, management, project management, and writing skills
- Read and reflect on agency readings; connect readings to short- and long-term goals for team and agency
- Participate in agency team meetings, professional development check-ins, and other internal meetings, as needed
- Maintain high-level of organization for print and digital files and materials
- Research information on education, public policy, public health, health care, workforce development, philanthropy, mental and behavioral health, financial services, and similar topics to become knowledgeable for content creation

#### *Digital Media Support (85%)*

- Work with Creative Content Manager + Digital Strategist to create shareable content appropriate for specific networks to leverage target audience interest and build conversations around key messages.
- Draft and post content to social networking sites using social media management applications, such as Buffer, Hootsuite, and other tools, as necessary
- Conduct research on current social media trends, tools, and target audience preferences, as directed
- Develop, monitor, and update monthly social media content calendars and weekly/biweekly content documents for multiple clients
- Prepare analytics reports for social and digital platforms, and targeted digital ads
- Respond to social media inquiries about online activities in a timely manner and courteous fashion

- Draft email marketing copy, maintain email segments, and schedule emails through MailChimp, Constant Contact, and other email marketing platforms
- Assist with the implementation of integrated digital strategy across platforms, including connecting social media and email marketing with websites developed on the Wordpress content management (CMS)

### **Job requirements & Qualifications**

- Excellent written and verbal skills
- Technical knowledge and understanding of digital and social media platforms, analytics, and tracking
- Experience working with Buffer or other social media content scheduling application
- Ability to learn and adapt quickly in a fast-paced environment
- Excellent customer service skills
- Ability to prioritize given tasks and work efficiently towards completing them
- Strong problem solver and analytical thinker
- Ability to handle the pressure of meeting tight deadlines
- Self-motivated starter, team player, critical thinker, and effective communicator
- A healthy dose of curiosity

Compensation commensurate with experience. Interested candidates should submit a resume and cover letter to [fcg@fcgworks.com](mailto:fcg@fcgworks.com).

### **Portfolio Deliverables**

- Links to social media profiles/channels you have managed (preferably nonprofit, government, corporate or brand accounts)
- Email newsletter copywriting sample
- Links to two social media accounts you consider effective engaging their target audience
  - Must be nonprofit or corporate accounts

### **About Fahrenheit Creative Group**

We are a Black-owned, full service marketing communications firm in Jackson, Mississippi. We work closely with our clients to develop and deliver strategic communications plans and powerful, creative designs that support their missions, amplify their work, and produce meaningful outcomes.

We firmly believe in equity, justice, community, and learning, which is why we strive to practice and promote those values in our offices and advance those ideals through our work.