



advertising with a Conscience

## Digital Media Specialist

FT, LTE

Our busy ad agency focuses on Madison-area nonprofits, businesses, and governmental agencies. You will appreciate the opportunity to make a difference working with great clients doing meaningful work. We're known for our mindful approach to responsible advertising.

We are a full-service agency offering branding, website development, campaign planning, digital advertising, and advertising creation. Our eight dedicated employees work closely with one another to create a big impact for our clients, and we've earned numerous awards during our 35 years in business.

### Responsibilities

- Assist with digital campaign planning
- Assume primary responsibility for select clients' social media
- Develop and create digital content
- Design social media graphics
- Schedule posts following calendars
- Manage social media engagement on behalf of clients
- Assist with quarterly reports for ROI and KPIs
- Assist with social media ad placements
- Perform routine website updates
- Stay current with digital media technologies and strategies

### Requirements

- Ability to write clearly, concisely, and elegantly
- Understanding of brand voicing
- Bachelor's degree, or associate's degree with work experience, in marketing, journalism, communications, English, or related field
- Experience with social media marketing and content management
- Experience with AP Style, or writing to style guide standards
- Proficiency with digital graphics
- Enthusiasm for following current events and learning

### Desirable Qualifications

- Fluency in Spanish
- Familiarity with Adobe CC
- Photography and/or video editing skills

This position will be a six-month assignment after which you will be considered for a full-time position with designCraft. We offer fair compensation and benefits including healthcare options, a retirement plan, paid vacation, and a flexible work plan. You will have opportunities to learn and grow, and join in our strong commitment to community and sustainability.

designCraft's commitment to advertising with a conscience includes working for social justice. We value diverse experiences, perspectives, and backgrounds and encourage people from underrepresented backgrounds to apply.

To apply, send a cover letter, resume, and writing sample (optional) to Yvette Jones at [yvette@designcraftadvertising.com](mailto:yvette@designcraftadvertising.com). Applications will be accepted until April 23, 2021, at 5 pm.