

## DIGITAL MEDIA SPECIALIST

**FT, LTE | Remote and onsite | Reports to digital media director**

Our award-winning 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, our commitment to social and environmental justice, and our community focus.

We are a full-service agency offering branding, website development, campaign planning, digital advertising, and advertising creation. Our nine dedicated employees work closely with one another to create a big impact for our clients, and we've earned numerous awards during our 40 years in business.

### RESPONSIBILITIES

- Assume primary responsibility for select clients' social media
- Develop and create digital content
- Prepare photographs and edit videos for use on social media
- 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 digital campaign planning and social media ad placements
- 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 editing videos for social media reels
- Experience with AP Style, or writing to style guide standards
- Proficiency in creating digital graphics
- Enthusiasm for following current events and learning

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## DESIRABLE QUALIFICATIONS

- Ability to take professional-quality photos
- Fluency in Spanish
- Familiarity with Adobe Creative Cloud

## COMPENSATION AND WORK ENVIRONMENT

- Hourly rate of \$19-25, depending on experience
- Flexible work schedule, with a mix of remote and in-office days
- 37.5-hour work week with partial days on Fridays
- Democratic workplace
- Creative, lighthearted team environment that includes trivia sessions, ping pong tournaments, a passion for April Fools' Day, and biergarten hangs

## BENEFITS

- Healthcare insurance options
- Retirement plan with employer match
- Two-week paid vacation
- Discounted bus passes

This position will be a six-month assignment after which you will be considered for a full-time position with benefits. 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 groups to apply.

To apply, send a cover letter and resume to [conscience@designcraftadvertising.com](mailto:conscience@designcraftadvertising.com). Applications will be accepted until February 3, 2025, at 5 pm.