

## COWLEY COUNTY JOB DESCRIPTION

**DATE:** 07-25-2024

**JOB TITLE:** Digital Media Specialist

**DEPARTMENT:** Economic Development

**REPORTS TO:** Economic Development Coordinator

**FLSA STATUS:** Non-Exempt

**PAY GRADE:** F

**WAGE:** \$21.85 per hour

### **Position Summary:**

The Digital Media Specialist will be responsible for creating and curating engaging content across multiple digital platforms, including the Cowley County website and social media channels. The Digital Media Specialist will also help develop strategies for driving traffic, increasing engagement, and improving awareness of Cowley County services and achieving organizational goals. The Digital Media Specialist reports to Economic Development and will work in cooperation with various County departments to coordinate marketing efforts and services.

### **Essential duties and responsibilities:**

- Ability to develop and implement a comprehensive digital media strategy to increase visibility on the website and social media platforms
- Create and manage all published content (images, video, written and audio)
- Write compelling copy for website, social media and email outreach
- Monitor social media activity and web content across departments to ensure anyone using the Cowley County's online tools is following established guidelines and best practice rules
- Analyze key metrics and tweak comprehensive strategy as needed
- Encourage greater usage of online web applications to improve customer experience
- Collaborate closely with County departments to ensure timely execution of digital initiatives
- Monitor customer feedback across all channels
- Draft monthly Economic Development newsletter
- Follow emerging and developing trends in social media content as well as changes and developments in current and social media platforms
- Performs other related duties as assigned, or as deemed necessary or as required.

**Marginal duties and responsibilities:**

- Attends training as needed or required.

**Position Requirements:**

**Experience:** 2-3 years of experience as a social media/web content creator or similar professional position with a portfolio to demonstrate ability to craft compelling stories and develop unique content

**Education:** Bachelor's degree in communications related field or equivalent experience

**Required Skills:**

- Excellent critical thinking, interpersonal, communication, time-management and problem-solving skills
- Proficiency with Facebook, Twitter, Instagram, and other social media platforms
- Proficiency in Microsoft Office software, including Word and Excel
- Experience with creative tools to create visual content, including Photoshop, Illustrator and similar design tools
- Understanding of social media KPIs (including engagement rate and interactivity, profile visits, reach by post type), Google Analytics and SEO techniques
- Develop regular reports, leveraging data insights to influence strategies and improve outcomes
- Familiarity with publishing and web design
- Ability to create content across multiple platforms
- Ability to coordinate and prioritize multiple tasks in a fast-paced environment
- Detail-oriented, creative, deadline-driven, team player who can adapt and learn quickly, particularly to new software and technology

**Accountability:**

- No restrictions on driver's license

**Supervision:** Employee does not have supervisory responsibilities. This position will be under the direct supervision of the Economic Development Coordinator.

**Working Conditions:** Duties are performed primarily in an office setting. May need to sit or be stationary for long periods of time. The noise level in the work environment is usually quiet to moderate. All employees are required to perform work safely in accordance with County safety procedures.

**Physical Requirements:** Continuous sitting and typing for extended periods of time, occasional standing, stooping, lifting, carrying, reaching, pulling, driving, walking; frequent speaking and listening.