



**Position Title:** Digital Media Specialist

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**Department:** Communications  
**Reports To:** Media Manager  
**FLSA Class:** Exempt  
**Pay Grade:** A4 - \$48,668  
**Prepared Date:** June 26, 2022

**Summary:** The Digital Media Specialist is responsible for assisting the Communications team with all forms of digital and traditional media, with a primary focus on social media and website content updates. The Digital Media Specialist will be the primary executor of social media strategies as directed by the Communications Director and the Media Manager. The incumbent will also work with marketing and public relations consultants, as assigned. Under the guidance of the Media Manager, the incumbent will have creative latitude to develop written content, support ad buys and other marketing strategies, will have the opportunity to cultivate media stories, and will assist with web content development.

**Essential Duties** include the following. Other duties may be assigned, and reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

1. Execute social media and other digital media strategies, under the guidance of the Media Manager.
2. Generate, schedule, and obtain approval of social media posts, utilizing an approved platform.
3. Compile and archive media stories and social media posts and analytics data; provide informed support on recommendations using data collected and other information assessments.
4. Assist in media monitoring, including social media, print, digital and broadcast media. Assist in development of media monitoring reports for CEO, Board, and others as assigned.
5. Remain informed on current news events and stays up-to-date on new social media trends and opportunities. Assist in execution of earned and paid media strategies, including but not limited to assisting in coordination of news stories, media events, ad placements, and other relevant needs. Support The Trust in video, photography, and branded graphic development projects.
6. Support web content updates and development.
7. Assists the team in execution of Trust signature community initiatives and events.
8. Other duties, as assigned.

#### **Requirements and Education Experience:**

Minimum of one (1) year of experience in communications, media relations, journalism, and/or digital marketing. Bachelor's level degree in communications or related degree preferred. Equivalent combination of relevant education, certification(s) and direct years of experience will be considered.

The incumbent will have a strong understanding and direct professional experience in social media and digital communications; possess high-quality writing, editing and proofreading skills; exceptional verbal, written and interpersonal skills and the ability to communicate clearly and concisely in individual or group meetings, and interact professionally within a diverse group setting.

Strong problem-solving skills; the ability to evaluate effectiveness of communications programs; redirect priorities and efforts as required, and the ability to work with diverse self-directed teams is required. In addition, the incumbent must have the ability to increase public understanding and support of children's and families' programs and services, and the ability to maintain effective working relationships with superiors, colleagues, representatives of the media, institutional partners, and members of the public. Essential to this position is the ability to understand the dynamics of large urban communities with high levels of immigration and demonstrated cultural competence. Knowledge of Miami-Dade County and relevant stakeholders and bilingual (English/Spanish or English/Haitian Creole) written abilities are preferred.

**Scope of Responsibility:**

The Digital Media Specialist, under general direction from the Media Manager, exercises discretionary judgment regarding the operations of the communications team and organization's communications strategy. The incumbent applies business, financial and managerial skills and operates under the parameters of the Board and internal policy, procedures, direction and protocol.

Errors of fact, interpretation or judgment can result in significant monetary and human resources losses and undermines the financial effectiveness and overall success of The Children's Trust. The incumbent has access to the most proprietary information regarding the Trust's strategy and internal information and is expected to demonstrate the highest levels of discretion and business conduct and ethics.

**Working Environment:** The incumbent performs administrative work in a normal office environment with comfortable air temperatures and adequate lighting and ventilation a minimum of two days per week, with other in-office hours, as assigned. During daily work, the incumbent alternates physical activities such as sitting, walking, and may carry equipment and supplies occasionally. Overnight travel is infrequent; local travel occurs on occasion. This position follows hybrid work schedule which is generally 3 days remote and 2 days in the office.

**Employee Behavior:** Culturally sensitive and literate; respectful; team player; organized; detail-oriented; resourceful; able to work in an open office environment; people/customer service-oriented; able to work in a team or group setting; able to keep abreast of current professional practices.

**Tools, Equipment, Supplies and Materials:**

Considerable knowledge of social media platforms and tools, web content language and software, graphic and layout design concepts and practices, multi-media design and management information systems. Familiarity with digital photo and video equipment use and care. Will use office computer, printer, copier, fax and scanner; audiovisual equipment, and teleconferencing equipment.

Employee Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

*Employee signature constitutes employee's understanding of the requirements, essential functions and duties of the position.*