



Digital Communications Specialist

Title: Digital Communications Specialist

Job Description: Are you a talented Digital Communications Specialist looking to utilize your unique skillset with a global group of professionals to assist in marketing company products, voice, and mission broadly and accurately?

Full Job Description:

The **Digital Communications Specialist** will report directly to the Senior Graphics Coordinator. This position will work closely with the Senior Graphics Coordinator and the Manager, Marketing and Digital Media to produce high level products. This is a full-time, non-exempt position that will include the following tasks:

Responsibilities:

- Responsible for the graphic design quality of assigned print and digital communications, including brochures, advertisements, direct mail, flyers, social media applications, recruitment support materials and more.
- Strives to maintain the look that State and Federal Communications has produced.
- Assists with the conceptual development and design of marketing materials for all distribution channels, from pre-press to postproduction.
- Manages print production through engaging with local print shops, obtaining bids, and proof processing.
- Demonstrates ownership of all assignments, asking for clarification and/or direction as necessary.
- Collaborates with Director Business Development and key project personnel in the development of graphic communications and collateral pieces ensuring that information is clear and concise in a visually appealing manner and in alignment with the organization's overall brand and messaging standards and guidelines.
- Plans, proposes, creates content for and manages social media initiatives, including running organic and paid campaigns as well as managing response on comments and messages.
- Independently creates and maintains a social media content calendar and posts corresponding content on a regular basis.
- Maintain marketing resources inventory, and act as liaison between mail houses and print vendors.
- Content manage and update internal employee-based website.
- Performs important administrative tasks such as mail and project delivery, expense tracking and invoice management, and others as assigned.
- Deliver facility needs in a timely manner and maintain efficient track record of production status.
- Execute special projects for/ with Director Business Development and various executives.
- Proficient in Microsoft Office (Word, PPT, Excel) and Adobe Creative Suite (Illustrator, In-Design, Premier, Photoshop); Video and editing knowledge a plus.
- Assists coworkers with day-to-day marketing and communication tasks and needs.
- Self-starter who is eager to learn, grow and develop; proven ability to thrive in a fast-paced environment.
- Perform other duties assigned by manager.

Software:

- Use and update TEAMS schedule.
- Adobe Software.
- Microsoft Software.
- Microsoft TEAMS.
- Prezi.
- Camtasia.
- Others as directed.

Preferred Skills, Knowledge, and Abilities:

- Proficient in Adobe suite: Illustrator, In-Design, Premier and Photoshop.
- Proficient in Microsoft Outlook, Word, PowerPoint and other software programs used for business.
- Possess the ability to work in a fast paced, fluid work environment with tact and diplomacy.
- Strong attention to detail, time management skills, organization, and conceptual-thinking abilities.

- Bachelor's or Associate degree in Graphic Design, Communications and/or related field preferred.
- Internship or graphic design experience in corporate or agency setting desired.
- Flexible to assist manager in additional duties.

Position Type: Full-time, non-exempt

Location: Akron, Ohio with potential hybrid, remote work schedule.

Salary: Starting at \$45,000 per year

Competitive salary and benefit package including company-paid medical, dental, and vision insurance, 401K, short and long-term disability insurance, life insurance, Flexible Spending Account Plan, a generous annual PTO benefit, company-paid parking, professional development, and opportunities for a partial work from home schedule. To be considered, e-mail resume and salary requirements to hr@stateandfed.com.