

DIGITAL MEDIA SPECIALIST

Come join our team!

The Greater Portland Council of Governments (GPCOG) is seeking a Digital Media Specialist to assist with the implementation of GPCOG's communications strategy, creating engaging content for the agency's website and social media accounts, providing public information, and assisting with collateral development to the agency's partners internally and externally.

As Digital Media Specialist, you will assist in the development and implementation of GPCOG's strategic communications plan, develop content for and maintain communications channels such as the website, social media accounts, email campaigns, collateral, and events, develop content to educate the public and advance GPCOG's efforts to serve its stakeholders, including cities and towns, transit agencies, and other partners.

The Digital Media Specialist will work with other GPCOG staff on communications-related matters, projects, and tasks, assist in managing GPCOG's contact database and building, maintaining, and archiving all communications materials and products, including a photo and image library, and deliver on agency and region-wide resilience goals, racial equity, social and environmental justice goals in cooperation and collaboration with other GPCOG staff.

We seek a Digital Media Specialist who has:

- Demonstrated experience as a Digital Media Specialist, Digital Marketing Specialist, or other comparable position.
- Strong writing and proofreading skills.
- Proficiency with graphic design software, such as Adobe Illustrator and Canva.
- Proficiency with Photoshop and Lightroom and some experience working with video editing software.
- Familiarity with strategies for reaching non-native English-speaking audiences with digital media including preferred social media platforms.
- Ability to identify and tap into networks to reach a broad range of audiences, including youth, older adults, the business community, immigrants and refugees, college students, civic leaders, and young professionals.
- An ability to think creatively.
- An ability to multitask and perform under tight deadlines independently and as part of a team.

In addition, the following qualifications and experience would be a plus:

- Experience in animation.
- Possession of or ability to acquire a valid driver's license.
- Meeting and event planning experience.
- Photography and videography skills.
- Knowledge and enthusiasm about public transportation.
- Experience with Section 508 compliance in digital media.

The successful candidate also will have at least two years' relevant professional experience in digital media, communications/public relations, journalism, or marketing; a bachelor's degree in business administration, finance, public administration, or other related discipline from an accredited college or university; a driver's license (or the ability to acquire one); and the ability to attend night and weekend meetings as required. GPCOG seeks candidates with lived experience as a member of a community of color and/or other vulnerable population working to advance equity and justice.

About GPCOG

GPCOG serves as federally designated metropolitan planning organization, the regional Economic Development District, and state designated regional planning agency supporting close to thirty member towns and municipalities throughout the greater Portland region. As Maine's economic center, Greater Portland is an exciting region in which to work and live. GPCOG's loan programs, and the community loan programs it administers seek to advance sustainable prosperity for all in the Greater Portland and Lakes Region, incorporating principles of racial equity, social and environmental justice in its work to do so.

We offer a comprehensive benefits package, competitive salary, and a fun, flexible and creative working environment. We are an equal opportunity employer, committed to representing the region's diversity in our staff and creating a positive, inclusive workplace where all can thrive. People of color, veterans, and people with disabilities are encouraged to apply.

How to Apply

Interested candidates should submit a cover letter and resume as one electronic document. The cover letter should include the candidate's minimum salary requirements and answer the question, "Why do you want to work with us?" No phone calls please. Applications will be considered on a rolling basis, with review beginning August 24, 2020 and continuing until the position is filled to:

Ms. Victoria Pelletier at vpelletier@gpcog.org
Email subject line: Application for Digital Media Specialist
