

**WORKFORCE SOLUTIONS**  
**G R E A T E R D A L L A S**

**VACANCY ANNOUNCEMENT**

**Job Title:** Design, Digital and Content Specialist  
**Opening Date:** July 2020  
**FLSA Status:** Regular Full-Time/Exempt

**Department:** Executive  
**Closing Date:** Until Filled  
**Salary Range:**

**SUMMARY:** The Design & Digital Content Specialist is responsible for supporting and executing a broad range of public relations, marketing, communications, outreach, leadership, advocacy, and organizational excellence. In addition to support of the agency, this position will be responsible for online public relations initiatives including graphic design, digital content, web campaigns and social media relations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** This job description is intended to identify the essential functions of a position and should not be interpreted as all-inclusive. The employee may be required to perform or assume additional job-related responsibilities other than those stated in this job description.

- A. Assist in the development and execution of innovative digital marketing strategies to increase brand awareness and engagement
- B. Create high-quality graphic designs, concepts and layout of art/content and related aesthetic concepts, and digital content for traditional and new media.
- C. Assist and execution of social media campaigns (including Facebook, Twitter LinkedIn, Instagram, YouTube, Vimeo and emerging platforms) growing fan base and customer engagement.
- D. Integrate social media campaigns within all related marketing communications.
- E. Create and develop website graphic art, content and printed collateral that builds our brand and increases awareness.
- F. Measure the effectiveness of marketing programs using analytics tools, effectively monitor, track and report results on all social media platforms.
- G. Create and edit press releases, media talking points and other content for external distribution.
- H. Coordinate and assist in the planning of press events, special events and other administrative duties.

**SUPERVISORY RESPONSIBILITIES:** This position is responsible to the President.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE:** Bachelor's Degree in Marketing, Communications, Business or Journalism preferred and one to three years internet communications experience. Extensive experience with WordPress, Illustrator, Photoshop and InDesign, specifically with collateral including websites, social media platforms, infographics and other media.

**LANGUAGE SKILLS:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from group of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS:** Ability to comprehend and apply principles of modern algebra, and statistical theory.

**REASONING ABILITY:** Ability to establish goals and objectives in an organized manner. Keen sense of urgency and commitment to executional excellence with the ability to prioritize and handle multiple projects simultaneously. Self-starter, willing to work independently yet take direction openly.

**OTHER SKILLS and ABILITIES:** Knowledge of and execution of social media campaigns (including Facebook, Twitter LinkedIn, Instagram, YouTube, Vimeo and emerging platforms) growing fan base and customer engagement. Integrate social media campaigns within all related marketing communications. Create and develop website graphic art, content and printed collateral that builds our brand and increases awareness. Measure the effectiveness of marketing programs using analytics tools, effectively monitor, track and report results on all social media platforms.

Must be proficient with Microsoft Office Suite, Adobe Master Collection CS5, Adobe Creative Cloud, and knowledgeable with internet applications such as WordPress, Google Analytics, Google AdWords, Facebook, Twitter, LinkedIn, You Tube, and other emerging programs. Excellent copywriting and editing skills, prior blogging or writing experience preferred.

Exceptional capacity for critical analytical/critical thinking, organizational skills, project planning and working to meet specific timelines and deliverables.

Outstanding communication (oral, written and interpersonal) skills and the ability to confidently communicate progress to the leadership team often and well.

An entrepreneurial spirit, good team player and the ability to initiate creative ideas with good leadership qualities.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; walk; and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**TO APPLY:** email ([hr@wfsdallas.com](mailto:hr@wfsdallas.com)) resume and salary requirement to: Workforce Solution Greater Dallas, ATTN: H.R. Department, 500 N. Akard Street, Suite 3030, Dallas, TX 75201. You may also apply via [www.workintexas.com](http://www.workintexas.com) Job Number. Applicants who are invited to interview for the position will be required to also complete an employment application. Information contained in resumes and letters of application is subject to verification by Workforce Solutions Greater Dallas. Workforce Solutions Greater Dallas is an EEO/AA/Drug Free Workplace Employer and complies fully with the Americans with Disabilities Act (ADA). Auxiliary aids and services are available upon request to individuals with disabilities. WFSDallas is a proud partner of the American Job Center Network and an EEO/AA/ADA Employer. 100% of paid costs would be from Federal Funds.