



Digital & Creative Associate

Position Overview

Directly support the work of our Communications & Social Media Director

Terms and Remuneration

- Based in Boulder, CO.
- 50% to 75% position, or roughly 20-30 hours/week.
- Can be combined with the “Recruitment & Outreach Coordinator” if the skill set is applicable.
- Compensation and benefits are commensurate with experience, salary history, and industry standards.

Responsibilities

- Day-to-day coordination and community management on all social platforms in accordance to brand guidelines and marketing initiatives.
- Curation of content for social, blog, web, etc. including copy and photos for distribution across multiple channels.
- Ensure the consistency of content, the adherence of content to Dragons brand, culture, and goals, and accurately represent & reflect the voice of Dragons.
- Dream up, develop, manage, and assess innovative digital and social marketing campaigns.
- Develop a larger vision & strategy for video collection, use, editing, organization, and distribution. Excitement, also, for Hosting/Co-Hosting Live Video Events on Social.
- Support Alumni relations, platform management, and communications.

Needed Skills

- Fluency in multiple social media platforms including Instagram (Stories, Live, & IGTV), YouTube, Facebook, Twitter, LinkedIn, SnapChat, Google, Pinterest, WordPress, Blog, etc.
- Experience making Social Campaigns Actionable, Effective, & Measurable. Understanding of Analytics as it relates to Social and Campaign Assessment
- An excellent grasp on Gen Z communication tools, systems, messaging, & trends.
- Skills & Excitement for Basic Photography & Web Design
- Passionate about WTBD mission, values, and programming.
- Experience in Online Marketing, Digital Advertising, Online Communications, and/or related fields is a plus, but more than anything, we are seeking a highly creative & innovative person of fresh perspective and ideas who can take a concept from conception through investigation, development, implementation, to completion and evaluation.

Additional Desired Skills

- Video editing & production
- Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro)
- Basic familiarity with Wordpress (ability to create and edit pages)

Interested candidates should contact Digital Director Christina Cogswell at christina@wheretherebedragons.com with a cover letter, resume, and portfolio of examples/profiles of developed, existing, or envisioned campaigns, content, and ideas.

Application deadline: August 19th