



## ALABAMA LEAGUE OF MUNICIPALITIES JOB DESCRIPTION

**Position Title: Digital Media Specialist**

### BACKGROUND

The Alabama League of Municipalities is a nonpartisan membership association of over 450 incorporated cities and towns. Since 1935, the League has worked to strengthen municipal government through advocacy, training and the advancement of effective local leadership. As the recognized voice of Alabama's cities and towns, ALM's member municipalities benefit from a variety of member programs, services and activities that are impossible to accomplish alone.

The [communications team](#) is responsible for creating a strategic and effective communication strategy for the organization, the executive director, the president and vice president as well as the board of directors and our affiliate programs. This is executed through verbal, written and digital communication such as public events, meetings, strategic campaigns, interviews, magazines, newsletters, press releases, social media, videos, websites and more.

### PURPOSE OF POSITION

As a **digital media specialist**, you will play a crucial role in creating, implementing and managing digital marketing strategies to promote the Alabama League of Municipalities and our members, publications, services and brand. You will be responsible for planning and executing effective digital campaigns across various platforms, with the objective of increasing brand awareness, driving website and social media traffic and sharing resources with municipal leaders. Additionally, you will analyze data and metrics to measure the success of digital campaigns and make recommendations for improvement. This is a dynamic role that requires a creative mindset, strong analytical skills and expertise in managing digital media platforms and editing tools.

### ESSENTIAL FUNCTIONS

**The following duties are normal for this position. They are not to be construed as exclusive or all inclusive. Other duties may be required and assigned by the League's executive director, deputy director or communications director.**

- Develop and implement comprehensive digital marketing strategies to achieve organizational goals and objectives.
- Create and curate engaging and relevant content (videos, graphics and copy) for digital platforms, including websites, social media, video and radio platforms and email newsletters.
- Create and/or assist with print media projects such as magazines, flyers, brochures, invitations, etc.
- Manage and execute digital campaigns across various platforms, including but not limited to social media, search engines, email marketing and content marketing.

- Monitor digital media platforms, stay up to date with industry trends, conduct market research and make data-driven recommendations for optimizing strategies and campaigns.
- Collaborate with cross-functional teams, including marketing, design, and content, to ensure consistent messaging and branding across all digital platforms.
- Use analytics tools to track social media and website traffic, user engagement and campaign performance as well as provide regular reports with actionable insights.
- Optimize digital advertising campaigns by monitoring performance and targeting strategies to maximize return on investment.
- Stay updated with industry regulations and best practices for data privacy and protection in digital marketing.
- Assist with photography needs including shooting and editing photos at events or for digital projects.
- Assist with writing AP Style articles, press releases, newsletters and other written materials.

#### **REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's degree in broadcast media, videography, graphic design, digital marketing, marketing, creative media, public relations, communications, print journalism, advertising, photography, radio production, political science or a related field with **at least three years of experience** in the digital marketing/broadcast field is preferred.

#### **REQUIRED POSITION-SPECIFIC KNOWLEDGE, SKILLS AND ABILITIES**

- Proficiency with professional video cameras, such as a Canon EOS R6 Mark II, lights, microphones, audio boards and related equipment/technology
- Proficiency with Adobe Creative Suite, including Premiere Pro, InDesign, Illustrator, Express and After Effects
- Proficiency with social media platforms including Facebook, Instagram, X (formerly Twitter), LinkedIn, YouTube and Flickr
- Familiarity with aspect ratios and frame rates
- Familiarity with marketing platforms, like Mailchimp, and podcast platforms
- Keen attention to detail
- Excellent analytical, problem-solving and planning skills

#### **REQUIRED BASIC SKILLS**

- Ability to work in an office setting
- Speaking in person, virtually and on the telephone
- Writing and/or keyboarding
- Using normal office machines such as photocopiers, fax units, etc.
- Filing and organizing digital and printed materials
- Use of fluent and grammatically correct English as the primary business language
- Occasional in-state, out-of-state and overnight travel

## **SALARY AND BENEFITS**

The salary range for this position will be **\$45,000.00 - \$55,000.00** and comes with the following benefits:

- **Health/ Dental Insurance Coverage through Blue Cross and Blue Shield of Alabama**
- **Retirement Plan under the Alabama Employees Retirement System**
- **Discount Vision Plan**
- **14 Paid Holidays\***
- **Paid Annual Leave, Sick and Bereavement Leave**
- **Paid Maternity/Paternity Leave (up to six weeks)**
- **Medical Reimbursement**
- **Long Term Disability Insurance (eligible after 90 days)**
- **Term Life Insurance (eligible after 90 days)**
- **Workers Compensation and Unemployment Compensation Insurance**

## **AMENDMENT OF THIS JOB DESCRIPTION**

The executive director shall have the right to amend any portion of this document at his or her discretion.

Thank you for your interest in this exciting job opportunity with the Alabama League of Municipalities. If you would like to apply for this position, **please submit a cover letter, current resume and examples of relevant projects created (examples: videos, graphics, animations, articles and/or press releases) no later than 5 p.m. August 19, 2024** to [balexander@almonline.org](mailto:balexander@almonline.org).

*Please note this opportunity will require one or more interviews before a selection is made. Interviews will take place shortly after August 19. The individual selected for the position will be required to have a drug screening and background check.*