

## Digital Media Specialist

### POSITION SUMMARY:

This position will support social media content creation, employee and customer email communication, and corporate branding initiatives for EchoStone. The primary responsibilities of this role are to work with EchoStone's Marketing and Communications Manager to ensure the continuous improvement of brand awareness tied to company's growth objectives. In addition to supporting marketing communications, this position will aid business development and other functional areas in the delivery of EchoStone branded presentations and documents.

This is a position for someone with marketing and graphic design experience. This position reports to the Marketing and Communication Manager.

### **JOB RESPONSIBILITIES:**

- Play a key role in developing EchoStone's social media presence by:
  - Tracking & monitoring community news and providing daily updates on emerging trends
  - Researching & developing content around key industry topics at the request of the Marketing and Communications Manager
  - Design and review branding for a range of digital and print media as needed
- Support corporate communications through the design of an employee newsletter
- Engage in the creation and improvement of customer-facing assets, including:
  - Website design and testing
  - Quality control of marketing resources (ie. resolution of printed and digital assets, and company presentation)

### **CORE COMPETENCIES TO BE SUCCESSFUL:**

- Knowledge of Microsoft Word PowerPoint and Word, as well as Adobe Creative Cloud programs InDesign, Photoshop, and Illustrator are required
- Interest in international marketing; humanitarian/development is a plus
- Passion for sustainability, social impact
- Knowledge of fundamental marketing and international marketing concepts
- Outstanding speaking, communication, and interpersonal skills
- Excellent organizational and leadership skills

### **RECOMMENDED QUALIFICATIONS:**

- Student seeking BA or BFA with a minor in Design or Marketing is a definite plus
- Spanish speaking a plus

*If you, or someone you know, is qualified and interested in this role please forward a resume and cover letter to Danae Gruszczynski at [danae.gruszczynski@echohousing.com](mailto:danae.gruszczynski@echohousing.com)*