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## **Job Description**

**Title:** Part-Time Digital Media Specialist

**Department:** Communications

**Reports To:** Chief Communications Officer

**FLSA:** Exempt

**Date Posted:** January 11, 2024

### **Organization Description:**

Thrive Regional Partnership, Inc. (Thrive) is a nonprofit placemaking organization with a mission to inspire responsible growth through conversation, connection, and collaboration across the tri-state, greater Chattanooga region. Thrive convenes stakeholders across the region to ensure that as we grow in industry, prosperity, and population, we also preserve community and natural character for generations to come.

Thrive is a highly connected and collaborative regional organization. Working at Thrive presents a unique opportunity to learn about the naturally beautiful and economically powerful tri-state region of greater Chattanooga. Thrive team members work alongside key leaders in various sectors such as transportation, natural resources, and community development, and to advance strategies that support responsible growth in the region.

### **Position Summary:**

Thrive Regional Partnership (Thrive) seeks a part-time digital media specialist to play a key role in enhancing the organization's brand and mission on online channels. At the direction of the Chief Communications Officer, this role coordinates routine activities across digital platforms including Thrive's website, newsletters, and various social media accounts. Key responsibilities include the production and publication of compelling content, management of community engagement on digital channels, and evaluation of digital media success.

This position requires a digitally savvy individual who is comfortable tackling projects independently within the structure provided. This role is based out of Thrive's office in downtown Chattanooga, with occasional travel throughout the tri-state region.

### **Candidate Profile:**

You're a creative thinker with great written and verbal communication skills, and a desire for meaningful projects. You like to stay organized and have a knack for meeting deadlines. You believe that digital media should be more than noise, and understand the power of digital media to connect people to broader company messages and goals.

### **Essential Duties and Responsibilities:**

- Collaborate with the Chief Communications Officer to manage and enhance Thrive's social and digital media presence
- Maintain brand consistency across all channels, ensuring alignment with Thrive's tone, voice, and visual identity
- Generate, edit, publish, and share regular content (copy, images, and video - original and created in collaboration with creative team) that builds meaningful connections with the brand and encourages specific actions
- Engage with the Thrive community on platforms such as Facebook, Instagram, LinkedIn, and others
- Follow and maintain Thrive's editorial calendar, taking time to learn the project management platform effectively
- Integrate social media content into the overall Communications and Marketing strategy
- Maintain creative assets of Thrive in digital filing systems and databases for efficient productivity
- Stay updated on video, photography, and social media trends for engaging content creation
- Support strategic initiatives for brand and project awareness
- Analyze and report on digital media metrics with curiosity. Brainstorm and implement ideas for improvement
- Attend Thrive events and meetings, capturing photographs, content, and notes as assigned
- Assist with stakeholder communications as assigned by management
- Support the various communications and project functions of Thrive as assigned

### **Minimum qualifications:**

- College degree with a curriculum focused on English, Creative Writing, or Communications
- Proficient in social media platforms, especially Facebook, Instagram, and LinkedIn

- Effective written and verbal communications skills with a proven ability to meet deadlines
- Proven ability to work collaboratively with others
- Proficient in collaborative work platforms such as Google Drive and ClickUp (or similar project management tool)
- Proven ability to work in a hybrid environment that combines remote and onsite work in Thrive's downtown Chattanooga office, as well as out in the region
- Proficient in Squarespace, a plus
- Graphic design experience, a plus
- Interest in placemaking practices and cultural diversity within demographic, rural, suburban, and urban communities, a plus
- Must have a valid driver's license and be eligible to legally work in the U.S.

*The compensation range for this role is \$17-21 per hour, not to exceed 20 hours per week.*

**To apply:**

Interested applicants may apply by sharing a persuasive cover letter, a resume, and references, combined into one PDF document of no more than 4 pages, via email to [jobs@thriveregion.org](mailto:jobs@thriveregion.org) to the attention of Rhett Bentley, Chief Communications Officer..

Review will begin immediately and continue until the position is hired.

**The Core Values of Thrive Regional Partnership**

Thrive staff and volunteer stakeholders are driven by the following core operating values:

**Stewardship:** Stewardship drives our organization. We are trusted stewards of the time, resources and the region's shared vision.

**Quality:** The quality of our work reflects the quality of our organization and the region's aspirations.

**Relationship-building:** The people of this region are at the core of our work. We recognize that progress moves at the speed of trust, and trust is built when collaborative solutions are designed around the voices of the people we serve. We prioritize relationship-building and listening to the voices of our region as a critical foundation of our work.

**Results-Oriented:** Our focus is on achieving measurable outcomes based on clear, strategic goals.

**Inclusiveness:** We embrace and honor the cross-cultural diversity of our region and continually work to foster an environment that respects diverse traditions, heritages, and experiences.