



Title: Digital Content Specialist

Date: June 2022

Department: Marketing

Reports to: Director of Marketing

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### **Can Do MS Mission**

Can Do MS delivers health and wellness education programs to help families living with MS thrive.

### **Position Summary**

The Digital Content Specialist is a full-time position under the leadership and management of the Marketing Director. The Digital Content Specialist supports Marketing efforts in building brand engagement and delivering wellness education through video, graphic, and social media content. The Digital Content Specialist is responsible for managing social media channels, creating and optimizing digital content, and managing digital assets. As a member of the Marketing Department, this role supports growth of the organization's reach and effectiveness in the delivery of its content, programs, and services, while building and maintaining brand strength and awareness.

### **Duties & Responsibilities**

- Under guidance of the Marketing Director, manage social media channels for Can Do Multiple Sclerosis including TikTok, Instagram, YouTube, Twitter, and Facebook.
- Create videos and graphics for social media, paid media, and website.
- Write copy for social media, paid media, and website.
- Prepare and publish posts across all social media channels. Understand the unique nature of each social media channel and implement best practices to optimize performance.
- Update and/or create webpages that house videos, graphics, and related content.
- Manage social media communities, reply to comments and direct messages, and facilitate proactive outreach to enhance our overall engagement.
- Under guidance of the Marketing Director, run social media boosts and ads.
- Meet and maintain marketing timelines.
- Report monthly on reach and engagement.
- Manage image assets; ensure file names, locations, and taxonomy tags are up to date and organized.
- Manage video assets; ensure video titles, descriptions, and thumbnails are on brand; organize playlists; archive and catalog outdated content.
- Employ personal creativity, identify new trends and opportunities, and make creative recommendations to optimize content strategy.
- Perform miscellaneous job-related duties as assigned.
- Serve as a representative of Can Do Multiple Sclerosis throughout the MS community.



## **Qualifications**

- Education and experience:
  - Bachelor's degree, communications or marketing preferred
  - 0-3 years' experience (internships included) in social media, writing, marketing, branding, videography/photography, or related fields
- Knowledge, skills, and abilities:
  - Eager to learn, self-motivated, takes pride in work
  - Creative and attentive to detail in the creation of content
  - Excellent writing skills
  - Familiar with managing social media channels, especially video platforms (TikTok, Instagram, and YouTube)
  - Familiar with video editing software; willing to learn basic video editing
  - Familiar with graphic design software; willing to learn basic graphic creation and photo editing
  - Able to work creatively in both collaborative and independent environments
- Physical demands:
  - Must be able to lift 15 pounds or more
  - Occasional travel (up to six days at a time) required for photo and video capture

## **Work Environment**

- Normal office work environment
- This position is open to remote, hybrid, or in-office candidates

## **Salary and Benefits**

- Salary range: \$45,000 - \$50,000 per year
- Benefits include: Medical insurance, dental insurance, 403(b) retirement plan, and bonus plan

## **Apply**

Please send your cover letter and resume to Melissa Andrews, Director of Marketing, at [mandrews@cando-ms.org](mailto:mandrews@cando-ms.org). Please reference your name and "Digital Content Specialist" in the subject line of the email.

Can Do Multiple Sclerosis is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.