



DIGITAL CONTENT COORDINATOR (Part-Time / Freelance)

Upper Merion Township, located in King of Prussia, PA is looking for a reliable and creative Digital Content Coordinator. This is a part-time/freelance position that would be perfect for someone who is looking for a flexible opportunity or to supplement their digital work. The employee in this position is responsible for planning, creating, and editing digital content designed to inform or entertain the residents of Upper Merion Township. The Digital Content Coordinator must have excellent technical, customer service, and organizational skills, as well as flexible availability that includes days, evenings, and weekends as needed. This position will help to develop and implement the township's digital content strategy on an ongoing basis, focusing on photography and videography of events and programs that showcase township initiatives and services, as well as marketing communications and brand and message continuity. The Digital Content Coordinator will work closely with the Upper Merion Government Access Channel team and the Communications Manager in support of township marketing initiatives, and will interface as a part of a cross-department team to support the digital efforts of the entire township.

The duties of the **Digital Content Coordinator** included (but not limited to):

- Assists with the creation of daily written and digital content for digital media platforms including, but not limited to; Facebook, Instagram, and Twitter, including scheduling and analytics tracking
- Assists with the photography and videography of township events and programs, and uses footage to create compelling and informative digital content
- Assists with writing, editing, and publishing online content, and re-purposing existing off-line content for the website and social media channels
- Designs infographics, digital and written content, and other graphic design pieces according to township communication and style policies
- Works with UMGA and Communications Manager to create short video PSAs for township social media and internal information portals
- Assists with the development and distribution of township email newsletter campaigns
- Assists with online analytics planning, implementation, and review of social media campaigns
- Engages in audio/video/photo production and editing, including using animation to design title sequences
- Monitors social media influencers, trends, applications, tools, emerging platforms, etc., and make recommendations that are a good fit for the township and that support marketing initiatives.
- Performs other duties as assigned.

Education, Experience, Standards, Skills and Abilities:

- A Bachelor's degree is recommended, preferably in Marketing/Communications/Web. An equivalent combination of education and experience considered.
- A minimum 1-3 years relevant experience
- Expertise in at least two of the following media: audio, video, and photo production
- Expertise in photo and video editing (working knowledge of Adobe Photoshop, Lightroom, Premiere, and After Effects is required)
- Strong customer service skills with exceptional verbal and written communication skills.
- The Digital Content Coordinator will have a combination of technical experience, excellent written and interpersonal communication skills, and a fundamental understanding of web-based marketing and branding, and web analytics.
- Must have a valid driver's license.
- Skilled in Wordpress and HTML.
- Skilled in writing and posting to social media channels with a focus on increasing followers and engagement.
- Knowledgeable and up to date on the latest trends and developments in social media, including best practices, new platforms, etc.
- Familiarity and experience with Google Analytics and similar analytics platforms.
- Ability to communicate effectively both orally and in writing.
- Ability to think strategically and to quickly become familiar with the township's brand identity and marketing strategies.
- Ability to collaborate and work within a team environment.
- Ability to work both independently and as a team member.

- Ability to work with a collaborative approach to project management and participation.
- Skilled in at least two of the following media: audio, video, and photo production.
- Skilled in photo and video editing (working knowledge of Adobe Photoshop, Lightroom, Premiere, and After Effects is required).

How to Apply:

- For immediate consideration, applicants should complete an employment application by visiting https://www.umtownship.org/?wpfb_dl=3158 and submit the **full job application, cover letter and resume** via email to: hr@umtownship.org. Applications will be accepted until position is filled.

Equal Opportunity Employer