



JOB DESCRIPTION: Marketing & Design Specialist

Status: Full-Time, Salaried Position

Pay: Annual salary \$45k

Office location: Downtown Reno, Nevada

HOW TO APPLY

Please email the following to Kristy at jobs@governmentsocialmedia.com:

1. Cover letter describing why we'd be crazy not to hire you
2. Your résumé including your work history, education and skills.
3. Link to your online portfolio or PDF attachment showing some of the best examples of your work.

ABOUT GOVERNMENT SOCIAL MEDIA LLC

Join us during this exciting time as we grow our team! We are a small, energetic company making a big impact in local and state government across the U.S. We organize the [Government Social Media Conference & Expo](#) and operate the [Government Social Media Organization](#). We get to work directly with the public sector teams at social networks like Facebook and LinkedIn, and platforms such as Hootsuite and more.

ABOUT THIS POSITION

You'll be employee #1 in our creative department! We're still developing this position and look forward to defining it with you! Our guess is that you will spend approximately 70% of your time on content production, writing, marketing and social media management and 30% of your time on graphic design. As our company grows, you'll be an important asset in helping us expand our staff in this department. This position has excellent growth potential.

This position requires the ability to travel out of state from time-to-time for work (currently twice a year). You must be able to travel with us to our GSMCON2018 event in Denver, Colorado from April 22-26, 2018.

RESPONSIBILITIES

You will manage marketing and design projects through a variety of channels including print, digital, web and video. Major responsibilities:

- Develop original written content for our websites, social media profiles and marketing materials.
- Help us create polished events by designing contemporary postcards, flyers, banners & signage

- Manage our social media profiles by keeping them active, fun & useful
- Develop digital ad campaigns by creating copy and graphics and running social media and search engine ads
- Manage our email newsletters and other email blasts, incorporating audience segmentation
- Prepare the creative for training presentations, including PowerPoint slides and training materials
- Take photos and video at our events and activities
- Other writing and design projects and duties!

SKILLS

- Writing & editing for web and print
- Graphic design for web & print
- Social media content writing
- Excellent attention to detail
- Great working in teams and collaborative environments

SOFTWARE REQUIREMENTS

- Working on a Mac computer
- Adobe Photoshop, Illustrator and InDesign
- Microsoft Word, Excel & PowerPoint
- Google Drive

Nice to have experience with (or you may learn on the job):

- Mailchimp
- WordPress
- Canva
- Final Cut Pro
- HTML & CSS

REQUIREMENTS

- Bachelor's degree or equivalent experience in Communications, Journalism, Marketing, Graphic Design or related field
- At least 1 year of related work experience and an online portfolio of your work
- Ability to work in our Reno, Nevada office during core business hours
- Ability to travel for work when required. GSMCON2018 travel to Denver, Colorado is required from April 22-26, 2018.
- A strong comfort level with technology, because much of the work we do uses web-based programs.

- Excellent writing skills
 - A sense of humor is a must!
 - An impeccable level of customer service when dealing with our clients and vendors is a necessity. Our emails OOZE with politeness, courtesy and helpfulness, because at the end of the day - we really care and want to make a positive difference!
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