

Digital Media Specialist

DESCRIPTION

CHADD (Children and Adults with Attention Deficit Hyperactive Disorder [ADHD]) is a national nonprofit focused on education and advocacy regarding ADHD.

The Digital Media Specialist (DMS) supports the education and outreach mission of CHADD, within its National Resource Center (NRC) for ADHD program, in two primary ways: 1) creating, editing, producing, and posting video, audio, and text content on ADHD for online dissemination via various online media including, but not limited to: websites, blogs, social media sites, and online communities; and 2) participating in the major online ADHD communities and regularly contribute evidence based information to those discussions, dispelling myths and misinformation when needed.

The Digital Media Specialist produces online and digital content for the purpose of expanding CHADD/NRC's information dissemination activities, outreaching to and engaging with parents of children with ADHD, adults with ADHD, educators, healthcare professionals, and the general public. Specifically, the DMS:

- Produces digital media content for the purpose of expanding and showcasing the NRC's online footprint. These media include videos, audio/podcasts, photos, infographics, as well as content specifically produced for posting on the NRC's Facebook Page, Twitter, YouTube channels, and ADHD-themed online discussions, and other social media properties.
- Manages the creation and production of videos, including: concept/theme development, production planning, and execution of all steps resulting in a final product. DMS will draft scripts and produce/film/edit videos using in-house equipment.
- Manages the conception, creation, and production of online audio files and podcasts.
- Manage the conception, creation, and production of slideshows
- Possesses the skills needed to create content and effectively convey information in a way that informs and persuades audiences.
 - Under the direction of the NRC Executive Director, works with other CHADD/NRC staff to develop content ideas based on popular topics and/or frequently asked questions, including content targeted at specific audiences. (50%)
 - Creates logos, graphics, and slideshows for website, Social Media, and marketing campaigns as needed. Monitor and Manage Getty Image and Adobe CC account (20%)
 - Serves as the NRC's "online media expert," remaining current with emerging trends, opportunities, and best practices. Regularly updates colleagues and management on these trends and makes recommendations for new activities (10%)
 - Tracks content creation/social media campaigns and opportunities. Reviews and compiles social media statistics and reports to generate measurable outcomes of online activities. Interprets social media statistics (10%)
 - May serve as technical consultant to other CHADD departments on projects requiring digital media expertise. For example create graphs and charts for board presentations (5%)
 - Travel to CHADD annual conference. Oversee and execute shipping, ensuring all video equipment arrives safely to and from conference (3%)
 - Monitor Questions during webinars (2%)
 - Participate occasionally in online ADHD communities; monitor information posted; respond appropriately and in a timely way to correct misunderstandings about ADHD and engage participants with NRC & CHADD materials. Participation is characterized by diplomacy, tact, and professionalism using excellent judgment to respond in a way that provides science-based information, yet without criticism or negativity about others' posts.

Knowledge, Skills, and Abilities

The ideal candidate possesses a creative eye with skill toward packaging health information content (derived from NRC/CHADD public education materials and new research), in new and appealing ways that will engage target audiences online. Must have experience producing high quality digital content; and must be well-versed in current and emerging communication technologies.

The successful candidate will be:

- a top-notch communicator, with excellent writing, editing, and oral communication skills;
- flexible and highly organized with great attention to detail;
- knowledgeable of best practices for designing effective, engaging, and persuasive content for social media;
- experienced with creation and production (including filming and editing) of digital media products including video and audio (podcasting);
- experienced with publishing content on the web, including expertise with:
 - Adobe Creative Suite (including *InDesign*, *Creative Cloud*)
 - advanced video shooting and photography skills
 - HTML
 - Search Engine Optimization, and knowledgeable of web analytics software (Google Analytics);
- able to work independently and efficiently on concurrent projects;
- a team player able to develop and maintain strong working relationships with colleagues;

The candidate will also have:

- working knowledge and demonstrated experience using video/audio editing software (Final Cut Pro), etc.
- excellent skills in both PC and Mac environments, including knowledge of and familiarity with common office software (Microsoft Office: Word, Powerpoint, Excel, and Outlook), common file formats, etc.

Education and Experience

- Minimum of a bachelor's degree in communications, journalism, marketing, public relations or related field required. Degree or degree sub-specialization in digital communications highly preferred.
- Minimum of two years' professional work experience in the communications field, preferably in a digital media/communications role.
- Demonstrated experience writing and editing, and in the production of digital communications including filming and editing of video, production of audio, and written content.
- Previous employment in a non-profit, association, or health care setting, especially those settings that cater to mental health, special education, direct social service, etc., highly desired.
- Knowledge of or ability to learn about disability issues in general and ADHD in particular, especially as it affects the lives of children and adults, and their families.

Physical Demands

- The employee must be able to lift, move, and maneuver video production equipment including cameras and production lights weighing up to 50 pounds. While performing the duties of this job, the employee is regularly required to sit, stand, walk, balance, and bend to operate a camera.

BENEFITS

Generous Paid Time Off (for vacation, illness, bereavement, etc)

LEVEL OF LANGUAGE PROFICIENCY

English; Spanish a plus

PROFESSIONAL LEVEL

Professional

MINIMUM EDUCATION REQUIRED

4-year degree

HOW TO APPLY

leslie_kain@chadd.org

<http://www.chadd.org>

Include complete resume and cover letter, directly addressing the listed requirements.

Salary: \$42,000 to \$48,000, with a review six months after start.