

<b>Job Title:</b>	<b>Digital Media Associate</b>	<b>Job Category:</b>	Associate
<b>Department:</b>	Marketing	<b>Position Type:</b>	Full-time, Salary
<b>Schedule:</b>	Mon-Fri, some nights/weekends	<b>Physical:</b>	Able to lift 25 lbs.
<b>Reports To:</b>	PR Manager/ Marketing Director	<b>Supported By:</b>	Interns
<b>Level/Salary Range:</b>	Entry Level, \$32 - \$40k (DOE)	<b>Travel Required:</b>	No

## Job Description

### ROLE AND RESPONSIBILITIES

The role of the Digital Media Associate is to implement digital communications generated by the organization while maintaining a consistent voice for The Magnificent Mile; and to provide administrative and creative support to the Marketing division.

- Creates and distributes social media posts in various channels
- Developer influencer relationships for Chicagoland and beyond; and plan local influencer events
- Plan quarterly “@TheMagMile: Social Media-Meetups” as educational benefit for member businesses
- Provides writing support for the “What’s Hot” blog on TheMagnificentMile.com
- Provides PR Manager with support on website content and SEO updates
- Writes Consumer and Member News e-newsletters and other e-communications as needed
- Engages Association member businesses to collect content for digital promotion
- Monitors and answers [info@themagnificentmile.com](mailto:info@themagnificentmile.com) daily
- Handles all Hotline inquiries daily
- Responsible for monthly research, analytics, and data collection/reporting for annual sponsors, event partners, online advertisers, and member businesses
- Provides Marketing Director with support of the division intern program
- Assist, attend and interact with members at hosted events, including Membership Connections, Membership Luncheons, Board Committee meetings & summit, annual marketing events, event kick-off and grand finale activities, annual events, including weekend activities, marketing committee meetings, Annual Gala, Annual Boat Cruise, and special programs

### ADDITIONAL DUTIES AS ASSIGNED

- Provides writing support for special projects as needed
- Assists with event management activities as needed
- Records meeting minutes and maintains an appropriate file
- Duties as assigned by PR Manager, Marketing & Strategic Partnerships Director or CEO
- Assists other divisions with support when necessary including Meetings and Events and Membership

## **QUALIFICATIONS AND EDUCATION REQUIREMENTS**

Bachelor's degree or equivalent.

## **PREFERRED SKILLS**

Candidate with 1 – 2 years of experience in a digital media/communications role. Must be an excellent writer with media relations experience. Ability to write/edit in a variety of writing styles with strong editing and proofreading skills. Basic knowledge of CMS and SEO preferred. Adept at using all Microsoft Office products. Team-oriented both with fellow staff and multiple volunteer committees. Position requires flexible work hours, attention to detail, ability to multi-task and willingness to support other association events as needed.

## **ADDITIONAL NOTES**

Duties subject to change at management discretion.

***All applicants must submit a current resume with cover letter to:***

***Ashley Gordon, Marketing & Strategic Partnerships Direct at [Agordon@themagnificentmile.com](mailto:Agordon@themagnificentmile.com)***