



Social Media and Graphics Specialist **Job Posting Announcement**

Posting Date: 8/23/2021

Classification: Professional Services

Status & FLSA: Full-Time/Exempt

Bargaining Unit: MAPS/Unrepresented

Salary Range: Mid \$60K

Location: 417 E. Fayette Street Baltimore, MD 21202

About City of Baltimore, Mayor's Office of Employment Development:

The Mayor's Office of Employment Development (MOED) coordinates and directs workforce development initiatives responsive to the needs of Baltimore City employees and job seekers in order to enhance and promote the local economy. At MOED, we view our mission broadly to deliver *economic justice to our city!* To us, economic justice means creating an equitable workforce system for all residents – especially those who have been generationally and systemically disadvantaged – one that is responsive to their needs and ensures viable economic opportunities. Our vision is for every City resident to maximize his/her career potential and all employers have the human resources to grow and prosper – *a workforce system that works.*

Position Overview:

The Social Media and Graphics Specialist contributes to our mission by ensuring we communicate effectively with key internal and external stakeholders. As MOED's communication lead, the Strategist develops and implements an agency wide communication strategy that explains, demonstrates and shares progress on our commitment to economic justice.

Essential Duties and Responsibilities:

- Research, develop and expand agency's social media presence and promote social media websites for agency-wide and program-specific services, activities and initiatives. Receives, creates and administers content on all web and social media platforms, such as Facebook, Instagram, YouTube and Twitter, to build an audience and ensure customer engagement. The Specialist will also monitor site metrics, respond to reader comments, and oversee creative design.
- Evaluates the impact of social media on the promotion of agency services using the standard measurement techniques.
- Interview adult and youth customers, employers and stakeholders and produce professional publications for print and electronic use. Edit materials prior to publishing.
- Write copy, take photographs and use in various print publications, websites and video; Prepares the art and graphics direction for all MOED marketing materials, including print, electronic, and other multi-media projects.
- Respond to media inquiries, identify appropriate MOED experts, prepare agency responses, create news releases, and arrange press events.

Knowledge, Skills and Abilities:

- Ability to write clear, compelling communication in a variety of formats for multiple audiences, on a deadline
- Ability to craft powerful, engaging stories through video, photographs, audio and written forms
- Ability to manage competing priorities, on-time, on-budget and to-standard
- Proficiency communicating via popular social media platforms, including Facebook, Instagram, Twitter, and LinkedIn
- Basic knowledge of web design, photography, video and photo editing
- Understanding of structural challenges that make it difficult for unemployed residents and low-wage workers to obtain and retain employment
- Basic knowledge of City government policies, procedures and protocols
- Proficient with Microsoft programs (Word, PowerPoint, Excel, Access), Adobe, Drupal, streaming platforms such as Stearmyard

Minimum Required Education and Experience:

- A bachelor's degree from an accredited college or university
- Four years of experience in performing marketing, public information or public relations work.
- Equivalent combination of education and experience.

Interested applicants may apply via this [link](#).

City of Baltimore, Mayor's Office of Employment Development is an Equal Opportunity Employer and Service Provider