



Georgia Department of Economic Development
Position Announcement

Title:	Digital Content Specialist	Entry Salary:	\$50-60k commensurate with experience*
Division:	Marketing & Communications	Location:	Atlanta, GA
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD or “Department”) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a location for arts, film, and digital entertainment projects, as well as planning and mobilizing state resources for economic development. GDEcD’s Marketing and Communications division develops and manages marketing, communications, and interactive needs for the Department; upholds brand standards; and maintains websites including Georgia.org, GaArts.org, and ExploreGeorgia.org.</p> <p>The Digital Content Specialist will prepare and develop web and email marketing materials to support and enhance the Georgia Department of Economic Development’s brand. They will assist with creating and publishing content via a content management platform for the Department’s websites, as well as creating and deploying email emails for the Department. This position may also assist in working alongside team members in the creation of video content.</p> <p>The ideal candidate for this position is a creative and strategic thinker with the ability to simultaneously manage multiple projects effectively. They will offer quick and accurate advice, and drive innovation in the digital space. The candidate must be able to work both collaboratively with a larger team and independently with both a business-centered and consumer-travel focused attitude. This position requires an ability to work both strategically and tactically, apply data and insights, and prioritize projects and resources.</p> <p>The primary duties and responsibilities of the Digital Content Specialist include, but are not limited to:</p> <ul style="list-style-type: none"> • Creating and managing interactive project plans and updating website content as needed. • Supporting multiple projects in the areas of web design, social media management, email marketing, and video projects. • Possessing a solid understanding of digital marketing principles, both strategic and tactical, website content/posting/reporting and metric analysis, and solid project management experience. • Building emails for multiple clients and updating regularly for various campaigns utilizing both html and drag-and-drop formatting styles. 		



	<ul style="list-style-type: none"> • Recommending specific types of improvement and integrations within the Department's three flagship websites: Georgia.org, ExploreGeorgia.org, and GaArts.org. • Create and maintain email marketing calendars for all divisions to ensure cross promotional opportunities and reduce subscriber overlap from multiple email deployments. • Communicate metric progress to marketing managers for each division and GDEcD senior leadership. 		
Minimum Qualifications and Competencies:	<ul style="list-style-type: none"> • High School Diploma/GED AND two (2) years of professional level related experience in marketing, communications or related industry. • Strong verbal, written, and interpersonal communication skills. • Ability to interpret directional ideas from others and respond with compelling and insightful concepts. • Strong project management and organization skills with a proven ability to own and manage tasks directly. • Advertising, communications, digital, or integrated marketing agency experience. 		
Preferred Qualifications:	<ul style="list-style-type: none"> • Bachelor's degree in communications, journalism, marketing or closely related field from an accredited college or university AND four (4)+ years of professional level experience specifically related to marketing. • Experience with marketing automation platforms such as MailChimp, Salesforce Marketing Cloud, Adobe Campaign, Hubspot, Klaviyo, Braze, etc. • Experience with content management platforms such as Wordpress, Drupal, or Joomla. 		
Travel Required?	No	Nights, Weekends Required?	Occasionally
Deadline	Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.		

Application Instructions: To apply for this position, ***you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at <https://www.georgia.org/about-us/career-job-search>***. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

Additional Information for Applicants: *All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media*



accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

**To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.*

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer