



Digital Strategist/Social Media Marketing 2024-2025 academic year

Are you looking for a job that will give you real world, hands-on experience before you graduate? We are currently hiring Digital Strategists/Social Media Marketing members that are responsible for curating and managing all digital content across multiple digital platforms. Our Digital Strategists/Social Media Marketing team will create and/or monitor all digital media placement on our websites and social media platforms. This is an exciting opportunity for you to gain hands-on experience working directly in digital advertising and social media marketing and management, Google Ad campaigns, email marketing and more.

Duties

- Ongoing planning, management and reporting of digital advertising services for a variety of advertising and media clients
- Must meet tight deadlines and work efficiently with great attention to details
- Digital content creation using CANVA
- Place graphics, videos, animated GIFs and digital ads for clients on websites and social media platforms
- Monitor and execute digital media services, continually analyzing and optimizing for best returns
- Demographic research and audience building
- Create and send comprehensive email marketing campaigns and reporting
- In-depth campaign performance reporting, online analytics for web and social media

Details

- Hiring four (4) Digital Strategists/Social Media Marketing team members
- Paid hourly position at \$14.50 per hour
- Super flexible schedule: work around your class schedule (8-10 hrs. /week).
- Prime location: Convenient office located on level 1 in the LSC.
- Reports to Digital Ad Manager and Senior Media Consultant/Lead Trainer.

Requirements

- A passion for digital advertising and desire to be part of a dynamic and fun team.
- Well organized, with a solid attention for details.
- Must be creative with good copy writing and content creation skills.
- Must bring a positive attitude to the team every day.
- Solid communication and presentation skills.
- Self-starter with confidence, drive and a strong work ethic.
- Demonstrate ability to meet and exceed expectations and goals.
- Must be available to attend all training sessions and staff meetings.
- Must work in person in our office located inside the Lory Student Center.
- Ongoing professional training so previous experience is not required.



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How to apply

Send your resume with a cover letter telling us how your skills are best suited for this exciting opportunity to: Christa.Reed@colostate.edu, Christa Reed, Chief Sales & Digital Strategist/Lead Trainer, Rocky Mountain Student Media

Applications will be accepted until the position is filled, but to ensure consideration, email your completed application packet **by 5pm on Friday, March 29, 2024.**

About Rocky Mountain Student Media

The Rocky Mountain Student Media Corporation serves as a focal point for student life at Colorado State and the community of Fort Collins by providing a forum for the exchange of ideas and opinions, information about events and news of general interest.

Mission Statement

The Rocky Mountain Student Media Corporation, an independent non-profit organization, is dedicated to community service and enhancing the educational mission of Colorado State University by empowering, training and equipping students to excel in journalistic and other media methods, ethics, critical thinking and management.