

# Digital Advertising Strategist



Are you looking for a job that will give you real world hands-on experience before you graduate? We are seeking a Digital Advertising Strategist that will be responsible for curating and managing all digital content across multiple digital platforms. Working as a Digital Advertising Strategist you 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
- Strategic campaign planning

## Details

- \$15.00 per hour
- Super flexible schedule: work around your class schedule (8 hrs. /week).
- Prime location: Convenient office located on level 1 in the LSC.
- Reports to Digital Ad Manager and Digital Services Adviser.

## Requirements

- Passion for digital advertising and desire to be part of a dynamic and fun team.
- Well organized, with 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](mailto:Christa.Reed@colostate.edu), Advertising Director at 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, April 18, 2025**.

If the employee does not already have a Work Study Award, they will be expected to apply for Work Study for 2025-26. Work-Study Disclaimers: Colorado State University may conduct background checks on final candidates. Employee benefit information can be found on HR's Website at <https://hr.colostate.edu/current-employees/benefits/>

## About Rocky Mountain Student Media

Rocky Mountain Student Media Corp's Mission:

- Providing CSU students with hands-on, real-world training to develop the skills needed for successful post-college careers.
- Delivering news, entertainment, and engaging content to the CSU and Fort Collins communities.

For a full EOE and DEI statement (and for other corporate info) visit: <https://rmsmc.com/documents/>

