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1101 Center Ave Mall
Fort Collins, CO 80523-8038

Mailing Address
Lory Student Center, Room 118
Colorado State University, 8038
Fort Collins, CO 80523-8038

Digital Advertising Strategist

Are you looking for a job that will give you real world hands-on experience before you graduate? We are seeking Digital Advertising Strategists 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 (6 to 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.

How to apply

Send your resume with a cover letter telling us how your skills are best suited for this exciting opportunity to: Matthew.Shreffler@colostate.edu, Associate Director of Strategy & Professional Development 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, March 27, 2026.

If the employee does not already have a Work Study Award, they will be expected to apply for Work Study for 2026–27. 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/>

