

## **Job Description: Digital Marketing Specialist**

**Organization:** Yankton Thrive

**Reports To:** CEO



### **Position Summary**

The Digital Marketing Specialist is responsible for developing and executing creative marketing strategies that promote Yankton Thrive's mission across business services, workforce, economic development, and tourism initiatives. A strong focus will be on content creation — including photography, videography, social media, and digital campaigns — to elevate the Yankton Thrive and Visit Yankton brands. The ideal candidate will demonstrate awareness of community events and knowledge of the local business climate while embracing teamwork and innovation. They will leverage tools, including artificial intelligence, to enhance storytelling, streamline processes, and expand Yankton Thrive's reach.

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### **Key Responsibilities**

- Develop and execute a digital marketing plan that supports Yankton Thrive's organizational goals.
- Create high-quality visual content (photography, video, graphics) that highlights the Yankton community, businesses, and tourism assets.
- Manage social media channels by creating engaging content, scheduling posts, monitoring engagement, and analyzing results.
- Use AI tools to enhance marketing efficiency, content creation, audience targeting, and campaign performance.
- Design and distribute digital calendars, e-blasts, and other marketing communications.
- Develop advertising campaigns (digital and traditional) that reach diverse audiences.
- Track analytics for campaigns and prepare reports to guide marketing decisions.
- Support event marketing through creative campaigns, video recaps, and live content.
- Ensure brand consistency across all digital platforms and marketing materials.

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## **Qualifications**

- Degree or certification in Marketing, Communications, Digital Media, or related field preferred.
- 2+ years of professional experience in digital marketing or multimedia production.
- Demonstrated photography and videography skills, including editing.
- Experience managing social media platforms for organizations or brands.
- Familiarity with using AI in marketing (content generation, design, analytics, etc.) or a strong willingness to learn.

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## **Skills**

- Proficiency in photo and video editing software (Adobe Creative Suite, Final Cut Pro, Canva, or similar).
- Strong copywriting and storytelling skills for digital campaigns.
- Social media management expertise (Meta Business Suite, LinkedIn, Instagram, YouTube, TikTok, etc.).
- Ability to use AI tools (such as ChatGPT, MidJourney, Canva AI, etc.) to streamline marketing efforts.
- Strong organizational skills to manage multiple projects and campaigns.

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## **Abilities**

- Ability to capture and showcase the Yankton story visually and digitally.
- Ability to think creatively while aligning with organizational goals.
- Ability to adopt and experiment with new technologies, including AI.
- Ability to collaborate with staff, community partners, and stakeholders.
- Ability to work independently and self-motivate while managing deadlines in a fast-paced environment.
- Ability to be accountable, optimistic, honest and maintain confidentiality.