

# MICHIGAN SENATE

## SENATE MAJORITY COMMUNICATIONS OFFICE

### POSITION POSTING

#### DIGITAL MEDIA SPECIALIST

#### SUMMARY:

Under the direction of the Senate Majority Leader and supervised by the Digital Media Director, the Digital Media Specialist assists with the functions of the digital media team. The Digital Media Specialist ensures that member offices maintain a robust social media presence and receive the necessary resources they require and assists with developing and implementing the overall digital communications plan for the Majority Caucus.

#### ESSENTIAL JOB FUNCTIONS:

- Assists with the development of the digital presence of Senate members as well as the digital presence of the Majority Caucus
- Assists with the development and execution of digital advertising and communications plans for Majority Caucus members that are tailored to the needs of each office and district
- Assists with the development of graphics, videos, and photos for digital communication use
- Works with the Digital Media Director in the development and execution of projects relating to the digital communications program

#### SECONDARY DUTIES AND RESPONSIBILITIES

- Assists Senate Majority Communications Office (SMCO) with writing and other communications efforts as needed
- Performs all other duties as assigned by the Director of the SMCO

#### EDUCATION/EXPERIENCE:

- A degree in communications, political science, digital media or similar field is preferred
- Two years of experience with social media platforms, graphic design, photography, and videography preferred
- Experience and familiarity with social media programs such as Sprout Social, Facebook, Twitter, Instagram and the Adobe Suite
- Other combinations of education and experience will be evaluated on an individual basis

#### SKILLS AND KNOWLEDGE REQUIRED:

- Ability to develop and maintain good working relationships with colleagues, legislators and with staff, stakeholders, and other interest groups
- Ability to work independently and as part of a team

- Excellent organizational skills and ability to maintain strict attention to detail
- Ability to maintain confidentiality of information
- Knowledge of the legislative process and of the structure and policies of state government
- Ability to use basic computer applications, including Microsoft Outlook, Word, and Excel
- Excellent written and verbal communication skills
- Ability to work outside of normal work schedule, as necessary
- Ability to prioritize multiple tasks in a fast-paced environment and meet deadlines that may be rigid or subject to change on short notice
- Ability to use diplomacy, discretion, and good judgment when disseminating information

This job description is not intended as a comprehensive list of all of the duties required of this position. Additional duties may be assigned from time to time, and the listed duties are subject to change at any time, with or without notice.

**STATUS:** Salaried, with a standard benefit package

**SALARY:** \$35,000 - \$50,000; based on relevant experience and education

**GOVERNING CAUCUS:** Republican

This is a non-civil service, at-will position.

**Interested applicants, please submit a cover letter and resume  
by 5:00 pm, Wednesday, July 21 to:**

Matthew Vaillencourt

PO Box 30036

Lansing, MI 48909

Email: [smcojob@senate.michigan.gov](mailto:smcojob@senate.michigan.gov)

The Michigan Senate considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, height, weight, disability, marital status, or any other legally protected status. If you are a person with a qualified disability, you may request any needed reasonable accommodation to participate in the application, testing, and/or interview process by contacting the Senate ADA Coordinator at 517-373-1675.