



You are on the way up, and so are we. Join an organization designed to make a difference, positioned to change the future, and hungry for talent like yours. If you are willing to take the initiative, we have an opportunity for you in a region we call the Indiana Uplands; in an organization with a name that captures its purpose.

Your Role: *Digital Marketing and Storytelling Specialist*

Your Opportunity:

To create, implement, and maintain digital content that supports and promotes the Indiana Uplands region as an ideal place to live, work, and play.

Your Deliverables:

- ❖ **Actively promote the Indiana Uplands** as an attractive region with a wealth of opportunities to thrive for job seekers, business developers, entrepreneurs, employers, families, young adults, and targeted audiences outside the region.
- ❖ **Develop compelling stories** that showcase and feature the people, businesses, and quality of life assets of the Indiana Uplands region.
- ❖ **Amplify content** through a variety of marketing channels, including written profiles, social media posts, newsletters, email campaigns, videos, graphics, and digital advertising.
- ❖ **Manage marketing channels**, including the Indiana Uplands website, social media, email, and video content.
- ❖ **Implement SEO** best practices on Indiana Uplands website to improve keyword usage and search engine performance.
- ❖ Initiate and **own digital marketing strategy** for a regional advertising campaign, including identifying and managing partners/vendors who will implement targeted and retargeted display advertising, pay-per-click advertising, landing pages, SEO, and metrics.
- ❖ Identify KPIs and provide **digital marketing metrics**.

Your Activities:

Strategize Create Write Design Manage Promote Measure

Your Attributes:

- ❖ Ability to work in a fast-paced environment and work independently
- ❖ Strong multitasking and project management skills
- ❖ Highly motivated with strong attention to detail
- ❖ Strong writing and grammar skills, with a focus on creative and persuasive storytelling
- ❖ Strong interpersonal and verbal communication skills
- ❖ Passion for photography and videography
- ❖ Passion for continual learning and adapting strategies for new technologies

Your Qualifications:

- ❖ Bachelor's Degree in marketing, communications, graphic design, or related field
- ❖ 3+ years in digital marketing, either in-house or agency setting
- ❖ Demonstrated experience in content creation, writing, ideation, editing, and storytelling
- ❖ Demonstrated experience in analytics and metric tracking systems
- ❖ Proficiency with digital marketing software, including social media, website management systems, creative design tools, video production software and email service providers
- ❖ Ability to show your work through a portfolio and/or case studies

Job Type:

Full-time salaried position

Benefits:

Health, dental, and vision insurance, health savings account, retirement plan, paid time off

Job Location:

Bloomington, Indiana, with a mix of on-location, remote work, and travel within the Indiana Uplands region (*as COVID restrictions allow*). Because the amount of anticipated travel within the region is 25-40%, you must reside within or near the Indiana Uplands region.

Check Us Out:

- ❖ regionalopportunityinc.org
- ❖ inuplands.org
- ❖ <https://www.youtube.com/watch?v=2L0KJqr21KI>

Apply by May 1, 2021:

Submit your resume and cover letter to Betsy Trotzke, Director of Marketing and Communications, at betsytrotzke@regionalopportunityinc.org.