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.