



Job Posting: Digital Communications Strategist

Captivate Media + Consulting is seeking a digital communications strategist. This is a new position that will help craft messages, strategies and tactics to guide our clients and our company toward specific goals.

The ideal candidate for this position:

- Has experience in education, non-profit or corporate marketing/communications
- Is eager to learn
- Is passionate about K-12 education

Much of our work is with schools and corporate clients within the K-12 education field. Our projects have purpose and passion behind them. We are a small, but growing company that started in January 2014 under the name "Capture Video". In February 2017 we launched our new brand to more accurately reflect the breadth of work we do.

ROLES

- Manage, strategize, monitor, maintain and assist in creating content for digital marketing strategies, including social media campaigns
- Conduct research to better understand the needs and market of the client
- Lead and guide new client onboarding
- Craft proposals, coordinate tasks, project plans and timelines with internal and external teams
- Build strong relationships while serving as liaison between company and client
- Deliver projects on time and ensure quality standards are met
- Exceed client expectations while adding value and solving real business problems
- Create, analyze and advise clients based on data and analytics
- Coordinate meetings with clients, team members
- Participate in industry associations and professional development opportunities
- Write content for a variety of different audiences using blogs or other mediums
- Serve as producer on selected video shoots

We need to practice the same strategies and tactics we are advising our clients on. Therefore, this role will also lead the creation of a comprehensive communications and marketing strategy for Captivate Media + Consulting.

REQUIREMENTS

- Great attitude with a "do whatever it takes" work ethic
- A sense of curiosity with the ability to ask "great" questions
- Knowledge of social media and analytics software
- Knowledge of social advertising campaigns on Facebook
- Excellent written and verbal communication skills, including copy editing skills
- Ability to work independently and with team members
- Excellent time management and project management skills including the ability to juggle multiple clients

- Creative, organized, and have an attention to detail
- A willingness to be a mentor, teacher and learner with clients, co-workers and others
- Ability to be self-starting, innovative and creative with excellent follow through skills

ABOUT US

Launched in 2014 with just the company owner, Captivate Media + Consulting has added new staff each year and is seeking to hire its fifth full-time employee. We have experienced steady growth through referrals and repeat business from clients. Our office moved to Golden Valley, MN in June 2017 because of this growth.

We are strategic visual storytellers passionate about helping educational institutions, non-profits and businesses craft strategies and tactics that connect with their intended audience on both an emotional and intellectual level.

We believe these three words best describe our work and why we do it.

HEART

Our foremost concern is telling stories that matter: stories with heart, stories that illuminate, stories that stimulate positive change. Captivate Media + Consulting is driven by a passion for connecting people through visual communications. We believe the best way to change minds is to tell stories that emanate from the heart.

CRAFT

Our team is grounded in expertise that has been earned in the fields of video production, education, television news, public relations and storytelling. We pride ourselves on crafting a product that is professionally designed and executed. While great stories can benefit from good craftsmanship like editing and pacing, the true craft is in the intuitive ability to elicit and capture content that naturally emanates from people themselves. This ability to get to the heart of the story is at the core of our skill set and sets us apart from technicians who merely string together collections of ideas and images.

EDUCATING

Our main area of expertise is in the world of education and those businesses connected to that pursuit. This includes school districts, individual schools, corporate training, and non-profit groups that need to educate the public. Our team has a unique ability to "educate" essential content from individuals and organizations, a skill gained from years of experience in television news reporting, videography and educational public relations. This education component is also reflected in the growing demand for our business to act as strategy consultants and thought leaders in the educational communications field.

APPLY

To apply for this position, please send an email to jake@captivatemedias.us with a cover letter explaining why you think you'd be a great fit for this position along with your resume. If there are work samples that help demonstrate your skills and abilities, please attach those to the email or send as links. If you have additional questions regarding the position, please email Jake.