Position Summary

The Digital Specialist is a driven forward-thinking individual who conceptualizes, creates, and executes innovative content across various channels. A strong background in content development (video, photography, web), along with a demonstrated passion for design and technology, are positives.

Responsibilities

- Actively collaborate with team members to align digital marketing campaigns and develop strategies to increase brand awareness
- Create unique high-quality content while maintaining brand standards
- Analyze campaign data and provide recommendations
- Implement targeted and retargeted campaigns
- Manage the website and affiliated websites (Foundation and Point of Sale)
- Implement best practices for fully-responsive email announcements
- Stay ahead of digital developments and suggest creative ways to increase brand recognition
Minimum Qualifications

• Bachelor’s Degree in Graphic Design, or related field
• High proficiency with social media and Adobe Creative Suite
• Knowledge of web design (Wordpress, CSS, HTML, and JavaScript)
• Strong written and verbal communication skills
• A knowledge of Video Production, Adobe Premiere

About Dow Gardens

Since being established in 1899, as a home for Herbert H. and Grace A. Dow and family, the 110-acre Dow Gardens now welcomes more than 300,000 guests per year. Visitors are invited to leave the pathway and explore the uniquely-designed landscape, take a tour of the historic Pines Home, participate in one of many hands-on educational programs, stroll the nation’s longest canopy walk, and discover beautiful art and music in a relaxed setting.