



**Title:** **Digital Specialist**

Employment Type: Full Time

Supervisor: Marketing Manager

Compensation: Commensurate with experience. Benefits include 401k, health, dental, and vacation

Application: Please send cover letter, resume, and three references (include email addresses)

Mail to: Dow Gardens  
Attn: Human Resources  
1018 W. Main Street  
Midland, MI 48640  
hr@dowgardens.org

*Resumes will be collected through Friday, March 20, 2020*

### **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.