



2048 Mercer Road Lexington, Kentucky 40511-1071 USA • 859-233-4599 • www.audioauthority.com

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Re: Digital Media Specialist

At Audio Authority, we use our expertise in electronic design and manufacturing to create innovative products that solve problems and improve the lives of our customers, associates, and business partners. The size and culture of our company makes it a great place to grow professionally in a healthy environment that values the dignity of work. We are conducting a search for a talented, self-motivated designer and writer to join our team as Digital Media Specialist.

Desirable Qualities and Skills

Applicants should be trained and skilled in graphic design, writing, and marketing. They should have the curiosity to understand how our products function, and the discipline to check materials for logic and accuracy. Applicants should be familiar with digital advertising, social media marketing, and direct marketing, and must be able to self-manage and self-motivate, communicating and cooperating with other departments.

Tasks

- Write and design documents including manuals, brochures, articles, and press releases
- Design and maintain websites
- Launch and maintain social media campaigns including newsletters, ads, comments, and blog posts
- Analyze newsletter and ad response and optimize campaigns
- Survey customers by telephone, perform and analyze market research
- Write copy and scripts for media posts on Linked-In, Twitter, Facebook, and other platforms
- Film and edit short video pieces

Qualifications Required

- College Degree in Design, Advertising, or Marketing or equivalent experience in marketing, web design
- Strong writing skills adapted for technical material, social media, and ad copy
- Design skills including balance, visual organization, color coordination, and photography
- Adobe InDesign, Photoshop, Acrobat, and Illustrator

Qualifications Desired

- Audio and Video editing software such as Adobe Premier, or iMovie
- Acting or voice work
- 3D modeling software
- HTML editing software, responsive design, advanced HTML5 programming, BrightAuthor

To apply, please contact:

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