



Job Posting

Job Title: Digital Communications and Design Specialist

Posting Dates: 11/20/2024 to 11/27/2024

FLSA Status: Exempt/Salaried

Hours: Full Time

Location: Indianapolis Campus (with occasional travel to other campuses)

Pay Range: \$45,000.00 to \$46,000.00

Position Summary:

The Digital Communications and Design Specialist will play a central role in establishing and promoting IYG's online presence across multiple social media channels for all statewide centers. This role will be responsible for crafting and posting dynamic content that embodies IYG's brand, voice, and mission. In collaboration with the Marketing and Communications team, the Specialist will implement social media strategies that engage IYG's diverse audiences, amplify advocacy efforts, and support LGBTQ+ young people and allies across the state. Other key duties include copywriting, copy editing, and graphic design. This individual will sit on special events committees and participate in creating and implementing visual assets for IYG's events.

Essential Responsibilities:

- Oversee IYG's statewide social media presence to ensure proper implementation of strategies and timely posting. (40%)
 - Content creation: develop, design, and schedule creative, compelling content for IYG's social media platforms, including Facebook, Instagram, LinkedIn, and TikTok. This will include creation and management of social media event pages.
 - Brand voice development: create and refine IYG's social media voice to be consistent with our organizational mission, values, and advocacy goals, ensuring a cohesive identity across all channels.
 - Statewide coordination: manage and coordinate social media content across all statewide IYG centers, ensuring local events, programs, and initiatives are represented and promoted.
 - Engagement and community building: actively monitor, engage, and respond to comments, messages, and tags, fostering a supportive and inclusive online community.
 - Analytics and reporting: Track, analyze, and report on social media metrics, identifying trends and optimizing strategies to improve reach, engagement, and impact.
 - Content calendar management: maintain a content calendar to ensure consistent and timely posting, aligned with key events, awareness days, and advocacy campaigns.
 - Collaboration: Work closely with the Advocacy, Resource Development, Client Services, and Mental

Health teams to align messaging and integrate social media with broader advocacy, programming, fundraising, and community engagement goals.

- Work with the Director of Engagement to review effectiveness and reassess social media strategy.
- Graphic Design (60%)
 - Create graphics, flyers, and posters for events, social media, and programs.
 - Distribute graphics digitally via social media, email, newsletters, etc.
 - Design custom graphics, illustrations, infographics, and other visual elements that align with IYG's brand and values. Maintain consistent visual identity across all platforms, ensuring brand coherence and appeal to our target audiences.
 - Develop, design, and schedule impactful content, including images, animations, and short-form videos, for IYG's social media channels, including Facebook, Instagram, TikTok, and LinkedIn.
 - Create engaging multimedia assets, including animated graphics, branded templates, and short video clips, to enhance storytelling across platforms.

Reports to: Director of Engagement

Direct or Dotted Line Reports: None

Collaborative Relationships: all employees or staff and community partners

Requirements and Qualifications:

- Bachelor's degree (or higher) in graphic design, marketing, communications, or related field OR the equivalent work experience required.
- Two or more years of experience in graphic design, social media, and/or communications.
- Advanced working experience and understanding of Adobe Creative Cloud Suite and Canva, as well as all social media platforms.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Highly organized with strong planning and critical thinking skills.
- Outstanding communication skills with the ability to handle multiple lines of communication at once.
- Exemplary time management and organizational skills with the ability to multitask regularly.
- Strong commitment to IYG's mission and values.
- Occasional travel and evening and weekend work required.
- Must pass all required background checks.
- Must be vaccinated for Covid and provide proof before starting work

****If you meet the above qualifications, please turn in a resume to ivgcareers@ivg.org and indicate the job you are applying for at the time. Please also include your portfolio of work or the link to it.**

We encourage people of color, transgender, and non-binary people to apply. IYG is an equal opportunity employer and welcomes everyone, including non-LGBTQ+ people, to join our team. At IYG, we are dedicated to being diverse, inclusive, and authentic.