

**Job Title:** Digital Media & Design Specialist

**Reports To:** Marketing & Communications Manager

**Type:** Monday-Friday

**Schedule:** Part Time (20 hours/week); Hybrid

**FLSA Status:** Non-Exempt

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**Summary:**

The Digital Media & Design Specialist will work on behalf of the Humane Society of Charlotte under supervision of the Marketing & Communications Manager. This position will be responsible for supporting marketing, creative services, and photography and content creation for the Humane Society of Charlotte. The Digital Media & Design Specialist will work closely with all departments to ensure brand consistency and high-quality visual representation.

**Essential Duties and Responsibilities:**

- Design marketing collateral as needed for internal and external use, including but not limited to programmatic collateral, ads, social media graphics, presentations, website creative, brochures, recruiting materials, t-shirts, and logos with a corporate, clean design dictated by current Humane Society of Charlotte brand guidelines.
- Ensure approval and accuracy prior to production and distribution of all projects using project management software (Asana).
- Ability to work in a fast-paced environment with swift turnaround times.
- Assist with visuals such as web sliders and light boxes as well as content management as needed for the Humane Society of Charlotte's websites.
- Assist in the creation of event collateral including invitations, cards, and sponsorship proposals in conjunction with Philanthropy department staff.
- Assist in the creation and development of building signage.
- Manage relationships and correspondence with external marketing vendors (Boingo, AdConcepts, Bonfire) as needed.
- Solicit and evaluate quotes for project materials from vendors and make recommendations to staff.
- Manage internal HSC collateral inventory for all departments.
- Archive and keep records of projects for historical data and future project use utilizing SharePoint and external hard drives.
- Provide insight on the development and creation of promotional materials for all teams.
- Assist the Operations, Education, Community Initiatives, and Clinic Services departments in the development of new collateral and signage as needed for all programs and areas of the shelter.
- Act as an advocate for HSC Brand Standards.
- Perform special assignments and other duties as assigned when necessary.
- Embody and hold staff accountable for adhering to the Organization's mission, vision, philosophies, core values, and team behavior expectations.

**Photography & Content Creation Responsibilities:**

- Capture high-quality images of adoptable animals, staff, events, and HSC life for marketing purposes.
- Edit and organize photos for use in social media, website, print materials, and promotional campaigns.
- Collaborate with the Marketing & Communications team to create compelling visual storytelling content.

- Assist in short-form video creation for social media and website content.
- Maintain and organize an internal photo library for future use.
- Work with shelter staff to ensure animals are photographed in a way that best represents their personalities and adoption potential.

### **Qualifications/Expectations:**

- Enthusiasm for the mission of the Humane Society of Charlotte and helping animals and people in our community.
- **Required:** Three to five years progressive work experience with a heavy concentration in the creative services field with a focus on graphic design and print management.
- **Required:** Advanced computer skills with expert proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office Suite (notably PowerPoint).
- **Preferred:** Experience working with email marketing campaign software (Constant Contact).
- **Preferred:** Photography experience; knowledge of DSLR cameras and photo editing software (Lightroom, Photoshop)
- Experience in video editing and content creation is a plus.
- Strong organizational and project management skills, including time management and the ability to handle multiple tasks and deadlines in a fast-paced environment.
- Excellent written and verbal communication, including writing, punctuation, grammar, and editing skills.
- Strong interpersonal communication skills required, as well as a high-level skill in written and verbal communication.
- Ability to work independently with limited supervision and as part of a team.
- Strong interpersonal skills and sound judgment with a professional and friendly demeanor.
- Self-motivated, well-organized, detail-oriented.
- Capable of balancing multiple priorities, with limited resources, in a fast-paced environment.
- Must be comfortable interacting with dogs and cats.
- Must be willing to work flexible hours as needed.
- All marketing materials created are considered property of the Humane Society of Charlotte.
- EOE

### **Work Environment:**

- Exposure to high noise levels and odors when visiting the animal kennels.
- The possibility of being exposed to fumes or airborne particles/toxic or caustic chemicals when visiting the animal kennels.
- Risk of exposure to zoonotic disease in shelter environment

### **Physical Demands:**

- Regularly bend, squat, and stand to capture content.
- May require gently handling or positioning adoptable animals to photograph or film them effectively.
- Extended periods of standing and walking, especially during events, photo sessions, or while capturing content throughout the shelter.