

Digital Media Specialist

Appalachian Electric Cooperative (AEC) is a Rural Electric Cooperative serving parts of Jefferson, Grainger, Hamblen, and Sevier counties in East Tennessee. We currently have an opportunity for Digital Media Specialist in our New Market, Tennessee office. AEC offers a highly competitive benefits program.

The Digital Media Specialist is responsible for creating and managing digital-related projects for AEC, with a wide range of skills covering digital design, audio and video recording and editing, video photography, graphics, podcasting, website maintenance, electronic signage and all social media platforms.

Essential Job Functions

- Responsible for design of graphic and electronic communications of the Cooperative including web-related media, video, images, electronic signage, maintaining social media platform communications and managing the Cooperative's external website.
- Design and manage digital media campaigns aligned with strategic goals of AEC
- Participate in relevant community, civic and school events to generate a favorable image for the Cooperative
- Develop employee awareness programs to educate Cooperative employees on member services and products
- Proficient with editing and design software and desktop publishing, including Adobe Photoshop, InDesign, Illustrator, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Proficient with Microsoft Office Products (Word, Excel, Outlook, Power Point)
- May require flexible hours and occasional overtime
- Must maintain an insurable driving record
- Ability to occasionally lift and/or move up to 25 pounds

EDUCATION and EXPERIENCE

- Bachelor's degree in Marketing, Communications or related field with an emphasis on Digital Media and Graphics
- 2 -5 years experience with extensive hands on digital marketing and social media background
- Applicant will be required to provide a portfolio of recent work if selected for interview

Resumes can be submitted to jobs@aecoop.org

Appalachian Electric Cooperative is an Equal Opportunity Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race,

color, religion, sex, sexual orientation, gender identity, age, national origin, disability, or veteran status.