



POSITION: Digital Media Specialist

DEPARTMENT:	Central Services
JOB TYPE:	Full-Time
SALARY:	\$50,000 - \$75,500 (commensurate with qualifications)
POSTED:	07/31/2026
CLOSING DATE/TIME:	Until Filled

The **City of Monroe** is seeking a **Digital Media Specialist**. This position develops and manages digital content and communications that inform residents, promote City services and initiatives, and support community engagement. The Digital Media Specialist works with departments throughout the organization to create and coordinate photography, videography, graphic design, written communications, and social media content that highlights the people, projects, and services of the City of Monroe. Salary is commensurate with qualifications. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Qualifications & Experience:

- Education: Bachelor's degree in a related field; or an equivalent combination of education and experience
- Experience: Minimum of two (2) years of experience in social media management, digital communications, or content creation
- Preferred: Experience creating short-form digital content and photography with post-production editing

Skills & Abilities:

- Strong written, verbal, editing, and proofreading communication skills
- Proficiency with social media platforms including Facebook, Instagram, TikTok, and X
- Technical proficiency with Canva, Adobe Creative Cloud applications, Meta Business Suite, and Google Workspace
- Ability to develop effective written, graphic, photographic, and video content across digital platforms
- Knowledge of social media analytics and ability to interpret performance metrics
- Ability to plan, prioritize, and manage multiple projects while meeting deadlines
- Strong interpersonal skills with the ability to build and maintain effective working relationships while exercising sound judgment and professionalism

Duties & Responsibilities:

- Develops, plans, schedules, publishes, and monitors content across the City's website, social media, and other digital communication platforms; implements and manages new platforms as needed
 - Creates and coordinates written, photographic, graphic, and video content that communicates City news, services, events, and emergency information; attends City meetings and events to capture applicable content
 - Coordinates with departments to gather information and develop timely, accurate public communications
 - Responds to and routes social media inquiries and monitors engagement activity in accordance with City policies; reports performance metrics as needed
 - Ensures all published content is accurate, accessible, and consistent with the City's brand standards
 - Maintains a library of digital assets including photographs, videos, graphics, and related media
 - Assists with digital communication campaigns and monitors emerging media tools, platform updates, and industry best practices to enhance the City's online presence
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Selection Process:

Applicants who meet the minimum qualifications may be invited to participate in the selection process, which may include application review, interviews, reference checks, and other job-related assessments. Employment is contingent upon the successful completion of all applicable pre-employment requirements, which may include, but are not limited to, a criminal background check, drug screening, motor vehicle record review, physical examination or physical abilities testing (when required), and any additional job-related screenings deemed necessary.

How to Apply:

*Interested candidates should submit a completed City of Monroe employment application to: **Sarah Johnson, Manager of HR Development** at Sjohnson@MonroeGA.gov. Applications are also available at and may be returned to City Hall, 215 N Broad St, Monroe, GA 30655.*