

Digital Content Specialist

The Digital Content Specialist will play a pivotal role in supporting PAACO staff and subject matter experts to create dynamic educational materials. Additionally, the Content Specialist will be responsible for enhancing all outreach materials, including content for LinkedIn and monthly newsletters.

This position will be compensated on an hourly basis and can be structured to be either a full-time position or a part-time position that would be at least 70% of the individual's time to allow additional freelance projects.

Primary Responsibilities:

1. Educational Material Creation & Design

- Utilize design theory, layouts, and graphics to enhance the visual appeal and interaction of educational content.
- Collaborate with PAACO staff and subject matter experts (SMEs) to develop engaging and compelling online and in-person training courses.
- Use LMS software, such as the Articulate suite, to create online courses.
- Evaluate PAACO's current online training courses to identify areas for design enhancement and improvement.
- Introduce new training ideas to the organization and design instructional activities accommodating diverse learner needs and cultural variations.
- Review material and exam results to ensure course content is meeting learning objectives.
- Edit and compress videos.

2. Outreach and Promotion:

- Create and improve PAACO's outreach material including but not limited to training flyers, informational brochures, and promotional items.
- Assist with communication for PAACO using LinkedIn to create meaningful content.
- Design and circulate PAACO's monthly newsletter.

Qualifications:

- **Education:** Associate or Bachelor's degree in agricultural communications or a related field.
- **Required Experience:**
 - Must demonstrate genuine enthusiasm and commitment to animal agriculture.
 - Experience in instructional design development, design theory, or graphic design.
 - Development and delivery of online training programs and high-quality materials.
 - Experience with graphic design and AV elements appropriate for online instruction.
 - Advanced computer skills with proficiency in Microsoft Office, Adobe, Articulate, Canva, and video editing software.



JOB DESCRIPTION

- **Critical Attributes:**

- Demonstrates genuine enthusiasm and commitment to animal agriculture.
- A creative mindset with a high attention to detail and strong grammar and editing skills.
- A professional who displays maturity, confidence, and a strong work ethic.
- Approaches tasks with high energy, motivation, and a goal-oriented mindset.
- Exhibits an unwavering dedication to task completion, doing whatever it takes.
- Possesses the skill to effectively handle remote work and consistently meet deadlines.
- Thrives as a team player with a collaborative and cooperative mindset.
- Demonstrate autonomy and effectiveness in work with minimal supervision.
- Embraces a mindset of continuous learning and readily adapts to new challenges.

Location: Remote office location but must have access to a major airport and high-speed internet. Up to 10% of work time travel may be required.

Interested candidates are invited to submit their resume to Dakota Thomas at dthomas@animalauditor.org before February 2, 2024