

# Multimedia Specialist, Marketing & Communications

Greater Washington Partnership (the Partnership) is a cross-sector alliance of leading employers in Maryland, Virginia and the District of Columbia committed to championing the region's economic growth and prosperity. The Partnership seeks a highly creative and detail-driven Multimedia Specialist and digital storyteller to join our team. The Multimedia Specialist will have approximately 4 - 6 years of experience producing visual and digital content that brings complex economic and public policy challenges to life. This role builds compelling storytelling assets—infographics, video, event collateral, social content and web experiences—that power our regional narrative and elevate the Partnership's brand.

This individual is an integral part of the Marketing and Communications (MarComm) team. The ideal candidate thrives in a fast-moving environment, operates independently, and collaborates effectively with cross-functional teams and vendor partners.

Experience and sound judgement in translating data and strategy into compelling creative products is strongly preferred.

## Core Responsibilities

- Creative strategy development for multimedia storytelling products, multichannel campaigns, organizational branding and place-based marketing.
- Graphic design and production management for data-driven infographics, social media graphics, print and digital event signage, PowerPoint presentation decks, development materials, fact sheets, newsletters and research publications.
- Videography and production management for high-quality external videos, including recording, scripting, on-site filming coordination, asset management, editing and digital distribution.
- Event support including the development of comprehensive photography and videography shot lists for vendors and independent management of required print collateral.
- Photography, graphic and art strategy for products and social media.
- Digital asset management including processing and storing photos, videos, art, logo files, headshots and brand materials.
- Webmaster and strategic copyeditor for Greater Washington Partnership website, webpages (blog posts, press releases, publication pages, staff, etc.), microsites and data dashboards.
- Vendor management support for video production, photography, graphic and publication design, printing, website development, MarComm software and technology integration projects as assigned.

## What We Value (Skills & Tools)

- Exceptional attention to detail, version control and quality assurance
- Experience managing creative projects end-to-end with minimal oversight
- Ability to balance multiple deadlines within a fast-paced policy environment
- Stock image sourcing and digital rights management
- Strong portfolio demonstrating data storytelling, brand consistency and accessible design
- Practitioner-level familiarity using key tools:
  - Canva (Adobe Creative Cloud familiarity is a plus, e.g. InDesign, Illustrator, Photoshop, Premiere Pro)
  - WordPress (Elementor and WP Engine familiarity is a plus)
  - MailChimp or equivalent newsletter email platforms
  - Google Analytics + basic SEO awareness
  - Hootsuite / social media publishing and analytics tools
  - Bonus: Familiarity with motion graphics, podcast editing and data visualization tools

## **Who We Are**

The Partnership is a nonprofit alliance of influential and leading employers in Maryland, Virginia, and Washington, DC. Together, we identify shared challenges and leverage our collective experience, resources and assets to offer solutions in the areas of skills and talent, regional mobility, infrastructure and inclusive economic growth. Our vision is to make the entire region, from Baltimore to Richmond, vibrant, economically competitive, prosperous – uplifting it as the best place to live, work and build a business. The Partnership is a 501(c)(3) organization. Our office is in Washington, DC, just south of Dupont Circle and is Metro-accessible.

## **What We Offer**

We offer the following comprehensive benefits package designed for the needs of our full-time team members:

- Working in a hybrid work environment, in the office three days a week on Tuesdays, Wednesday, and Thursdays (subject to change in number of days and days of the week)
- Robust time off plan – 15 days PTO
- Eleven paid holidays
- Summer half-day Fridays
- One week holiday break
- Health, dental and vision insurance paid up to 90% for employees, up to 50% for dependents
- 401(k) plan with up to 5% employer match, starting on your first day of employment
- Professional development reimbursement up to \$800 per year
- Monthly cell phone stipend of \$60 per month
- Monthly transportation stipend of \$60 per month

The salary range for this position is \$70,000 - \$80,000 per year.

### **To Apply**

If you are interested in joining the Partnership, please submit your resume, cover letter, and digital portfolio of sample work as a single document to our application portal.

- Creative portfolio submissions should include at least 3 of the following types of collateral produced by you: infographic; report publication; fact sheet; newsletter; social media graphic; website page; or video.
- Applications without a submitted portfolio of creative work will not be considered.

*At Greater Washington Partnership we are committed to accepting differences! We strive to attract, develop, and retain highly qualified individuals representing the diverse communities where we live and work. The Partnership is committed to creating a diverse environment and is proud to be an equal opportunity employer. Employment policies and decisions are based on merit, qualifications, performance, and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender, gender identity or expression, religion, physical or mental disability, medical condition, legally protected generic information, marital status, veteran status, or sexual orientation. While we are currently unable to consider candidates that require visa sponsorship, we welcome candidates eligible to work in the United States.*