



Position Title: Digital Marketing Specialist

Reports to: Director of Communications

Direct Reports: N/A

FLSA Status: Full-time, Non-exempt

About USGIF:

USGIF's purpose is to promote the geospatial intelligence tradecraft and to develop a stronger community of interest between government, industry, academia, professional organizations, and individuals who share a mission focused on the development and application of geospatial intelligence to address national security objectives.

Job Summary:

The Digital Marketing Specialist, under the direction of the Director of Communications, plays a key role in executing graphic design projects, managing digital media content, and supporting social media marketing communications initiatives. This role is ideal for an individual with strong creative design skills who is eager to contribute to digital marketing strategies while growing in the field of social media and brand promotion.

Key Responsibilities:

Graphic Design & Visual Media:

- Design and produce digital and print collateral, including graphics for social media, event materials, promotional flyers, and other marketing assets.
- Support the design and production of visual content for email newsletters, digital ads, and website updates.
- Collaborate with the communications team to maintain brand consistency across all visual media.

Social Media Marketing Execution:

- Assist in managing and updating USGIF's social media accounts (e.g., LinkedIn, Twitter, Facebook) to amplify the organization's mission and engage a broader audience.
- Create visually engaging social media content and support the development of campaigns for key events and programs.
- Monitor social media metrics and trends, providing recommendations for improving engagement and visibility.



Digital Content Management:

- Help maintain and update the USGIF website, ensuring content is current, visually appealing, and aligned with SEO best practices.
- Support email marketing campaigns, including content creation and visual design for newsletters and announcements.
- Assist in managing digital advertising placements in collaboration with USGIF leadership.

Event Promotion Support:

- Contribute to the design and production of event collateral, including signage, brochures, and promotional materials.
- Collaborate with the events team to create content that drives awareness and registration for USGIF events.

Required Qualifications:

- Bachelor's degree in graphic design, digital media, marketing, or a related field.
- 1-2 years of experience in graphic design, digital media, or marketing.
- Proficiency in Adobe Creative Cloud (Illustrator, Photoshop, InDesign).
- Basic experience with social media management tools (e.g., Loomly, Hootsuite).
- Familiarity with website design platforms (e.g., WordPress).
- Strong attention to detail and the ability to work on multiple projects simultaneously.
- Excellent communication skills and a collaborative attitude.

Preferred Skills:

- Experience with email marketing platforms (e.g., MailChimp).
- Basic understanding of SEO principles and digital analytics.
- Knowledge of the geospatial intelligence community is a plus but not required.

Working Conditions:

- Hybrid schedule with weekly in-person office hours either in St. Louis, MO, or Herndon, VA.
- Occasional evening events and the ability to travel nationally for key events, including the GEOINT Symposium.

To Apply:

Please email your resume, a brief statement of interest, and portfolio samples to Kristen.Kloster@usgif.org with the subject line "Digital Marketing Specialist."