



Corner Window Communications (CWC), an association management group, is looking to contract a Digital & Design Strategist.

As a consultant to CWC, you will serve as a digital and social media resource that develops, designs and executes digital and social media strategies for association clients of Corner Window Communications.

Your role will be to turn needs into a strategy and then execute high value social media campaigns. You will be directly responsible for creating, executive, measuring and reporting social media effectiveness and for creating brand awareness for our member associations.

Key areas of responsibility include social media, webinars, email marketing, website management, video editing, e-newsletters and the potential for onsite meeting assistance.

Key Responsibilities:

- Experience in the creation and deployment of global social media strategies
- Experience with Social Media Management tools and platforms
- Ability to create, design digital materials
- Email marketing
- Digital newsletter design and distribution
- Knowledge of audience management through social media platforms
- Well organized, self-motivated demeanor and willingness to learn about our customers
- Ability to think about social media beyond brand impact and think about customer journey and engagement.
- Experience with Wordpress websites
- Reports metrics and can demonstrate impact of strategy with platform analytics and Google Analytics.
- Video editing
- Performs additional duties as assigned.

Other Details

There may be travel opportunities for your work with Corner Window Communications. Those might include annual meetings for:

- Dairy Calf and Heifer Association (April)
- National Mastitis Council (Jan-Feb)
- Dairy Cattle Reproduction Council (November)
- Central Plains Dairy Expo/Association (March)
- Turf & Ornamental Communicators Association (May)
- Agricultural Relations Council (June)

You will be reimbursed for normal travel expenses to these meetings as assigned.

Other Expectations

Estimated hours per week will be 25-30 hours. You will be required, generally speaking, to be available during normal business hours Monday through Friday. Weekly conference calls are held normally Monday mornings. You will be expected to attend the Monday morning team meetings via Zoom. You will utilize your own computer, phone and transportation, but will have access to client files as needed.

In this consulting role, you will not be paid benefits, nor be any taxes be deducted from payments. You will receive a 1099 at each year end for the amounts paid to you during the contract. The contract is not considered exclusive and we are aware that you provide services to other clients.

CONTACT

Contact Kristy Mach at 952-843-3108 or kristy@cornerwindowcommunications.com for more information or to submit a resume.