



Digital Media Producer

Job Title:	Digital Media Producer
Employed By:	President and CEO
Immediate Supervisor:	Chief Communications Officer
Status:	Regular Exempt Employee

Purpose

The Digital Media Producer implements key marketing, communications, and public relations efforts across multiple channels in support of Arkansas Community Foundation's mission.

Responsibilities

- Develop creative digital concepts, scripts, and storyboards that align with Arkansas Community Foundation's mission and communications goals.
- Operate professional cameras, lighting, and sound equipment.
- Shoot and edit video footage on-location or in studio.
- Serve as primary photographer for the organization to include headshots, events, features, and news style photography.
- Oversee all pre-production and on-set logistics, including scouting locations, scheduling, managing budgets, and coaching participants.
- Create content to grow and retain an active social media follower base. Contribute content that starts conversations and engages constituents across key channels including YouTube, Facebook, Instagram, and LinkedIn.
- Manage a content library, including cataloging photography, video, and story assets for use in presentations, reports, and digital communications and for access by all departments.
- Research and write articles, story profiles, press releases, radio scripts, and institutional announcements intended to deepen brand affinity and engagement with key audiences.
- Serve as a backup for the website, creating and updating pages, images, content, vanity URLs, and QR codes as needed.
- Serve as a backup for social media, creating and scheduling Facebook, Instagram, and LinkedIn posts as needed.
- Establish performance metrics and regularly review analytics for social media, e-newsletters, and websites to assess progress toward organizational goals; report key data to internal team members while assessing improvement opportunities.
- Stay informed about regional and national community foundation trends, issues, and communications practices.
- Code and submit communications invoices for payment.
- Work closely with state office staff, affiliates, vendors, donors, and grantees to provide brand usage guidelines and provide general communications assistance as needed.

Qualifications

A bachelor's degree in communications, digital media, or a related field OR five years of related job experience. Experience with Adobe Creative Suite, especially Adobe Premiere Pro, After Effects, and Photoshop.

Salary Range - Salary range is \$50,000-\$55,000 based on experience and demonstrated success.

To Apply - Please email a cover letter and resume to kbland@arcf.org with "Digital Media Producer" in the subject line by June 15, 2026. Applications should include a portfolio link for video, photo, and writing samples with cover letter and resume.