* Creating content for digital media platforms according to platform guidelines.
* Writing content for search engine optimization.
* Ensuring brand consistency across all digital media channels.
* Keeping the online media library up-to-date.
* Monitoring impact and return on investment of digital marketing campaigns.
* Remaining up-to-date with the latest digital media trends and design technology available.
* Solid knowledge of design and editing programs such as InDesign, Photoshop, and Final Cut Pro.
* Knowledge of web design and content management systems.