



## **Job Description**

### **Social Media & Content Specialist**

Invest Atlanta is the economic and community development agency for the City of Atlanta. Our mission is to create prosperity for all Atlantans by attracting and growing businesses, investing in affordable housing, and driving inclusive economic growth. We partner closely with city leadership, private-sector stakeholders, and community organizations to strengthen Atlanta's economy and expand opportunities for all residents.

Working closely with the Marketing and Communications team, the Social Media & Content Specialist plays a supporting but central role in executing Invest Atlanta's content, social media (executive and brand), and storytelling efforts. This position serves as a primary content creator for Invest Atlanta, producing high-quality video, visual, and written content that amplifies the organization's programs, initiatives, and impact. With a strong emphasis on video-based storytelling and evolving digital and new media platforms, this role supports the implementation of established strategies by creating engaging, platform-appropriate content while helping Invest Atlanta adapt to changing audience behaviors.

### **Key Responsibilities**

- Serve as a primary content creator for Invest Atlanta, developing original video, visual, and written content in coordination with the Marketing & Communications team.
- Produce short-form and video-first content that supports organizational priorities, campaigns, events, and initiatives.
- Support execution of Invest Atlanta's social media and digital content strategy across platforms such as LinkedIn, Instagram, X/Twitter, Facebook, YouTube, and emerging or pilot channels.
- Draft, schedule, and publish content tailored to platform best practices and audience expectations.
- Monitor social media and digital channels, assist with audience engagement, flag trends, platform changes, and emerging opportunities.
- Translate economic development initiatives into clear, engaging, and accessible stories for diverse audiences.
- Demonstrate a nuanced understanding of popular social media platforms and the ability to customize content to maximize engagement across channels, audiences, and formats.
- Collaborate with communications leadership and team members to ensure content aligns with approved strategies, messaging, and brand standards.
- Assist with regular updates to Invest Atlanta's website, including news items, program pages, event listings, and other public-facing content.
- Assist with the development of executive-level presentations, including drafting content, and supporting visual storytelling for leadership, board, and external audiences.
- Provide administrative and operational support to the Marketing & Communications team to ensure smooth execution of projects and day-to-day activities.

## **Core Competencies**

- Strong video and visual storytelling skills
- Platform-specific content and audience awareness
- Knowledge of evolving and emerging media channels
- Collaborative, team-oriented contributor
- Organized, adaptable, and detail-focused
- Commitment to inclusive, community-centered storytelling

## **Required Qualifications**

- Writing and editing skills with attention to detail.
- Familiarity with social media monitoring, publishing, and analytics platforms.
- Proficiency with video and design tools such as Adobe Premiere Pro, After Effects, Canva, or similar platforms.
- Ability to manage multiple assignments and deadlines in a collaborative environment.

## **Preferred Qualifications**

- Experience supporting communications efforts in economic development, government, nonprofit, or mission-driven organizations.
- Familiarity with short-form video trends and platform-specific best practices.
- Working knowledge of content management systems (CMS) and email marketing tools.
- Interest in or awareness of Atlanta's business, real estate, or small business ecosystem.

## **Education**

- Bachelor's degree in communications, marketing, journalism, digital media, or a related field, with 2–3+ years of experience in social media, digital content creation, or multimedia storytelling, OR high school diploma with 5-6 years of experience.
- Demonstrated experience producing and editing video content for digital and social platforms.

**Resumes should be submitted to: [jobs@investatlanta.com](mailto:jobs@investatlanta.com).**

Invest Atlanta is an Equal Opportunity Employer. All qualified applicants, including but not limited to Minorities, women, people with disabilities, and veterans, are encouraged to apply.