

# AVILA FOUNDATION

## Digital Media Specialist

### JOB DESCRIPTION

The Avila Foundation is a Catholic organization dedicated to advancing Catholic mystical tradition in order to lead souls to union with God. The Digital Media Specialist is responsible for creating, managing, and optimizing digital content across multiple platforms to support the organization's marketing, communication, and branding goals. This role oversees videography, graphic design, social media content, and digital asset management while ensuring consistent messaging and high-quality visual presentation.

This is a full-time, salaried position.

### QUALIFICATIONS

#### Required

- Experience in photography, videography, and graphic design
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.) or equivalent software
- Strong understanding of the most popular social media platforms and related content strategies, especially YouTube and Instagram
- Must be highly organized and flexible to meet deadlines
- Story-telling and narrative ability
- Strong organizational and time management skills
- Ability to work independently and meet deadlines

#### Preferred

- Experience with website platforms (WordPress, HubSpot, or similar)
- Knowledge of branding and marketing principles
- Experience with content scheduling tools
- Basic understanding of SEO and analytics

### KEY RESPONSIBILITIES

#### Content Creation & Production

- Capture and edit high-quality videos and photos for marketing, social media, website, and promotional use
- Design graphics for digital platforms, print materials, email campaigns, and advertising
- Produce and edit video content including podcasts, promotional videos, tutorials, testimonials, and event coverage
- Maintain consistent visual branding across all digital channels

## Social Media Management

- Plan, create, schedule, and publish content across social media platforms
- Monitor engagement, respond to comments/messages as directed, and support audience growth
- Track and report performance metrics such as reach, engagement, and conversions

## Website & Digital Platforms

- Update website content, images, and media as needed
- Optimize digital content for web performance and SEO best practices
- Ensure media is properly formatted and organized

## Digital Asset Management

- Organize and maintain digital files including photos, videos, graphics, and documents
- Maintain a structured media library for easy access and reuse
- Ensure proper backup and storage of digital assets

## Equipment & Technical Responsibilities

- Operate and maintain cameras, lighting, audio, and editing equipment
- Ensure proper care and accountability of all media equipment
- Stay current with digital media trends, tools, and best practices

## Collaboration & Support

- Work with leadership and departments to support marketing and communication goals
- Assist with campaign planning and media strategy
- Provide media coverage for events, projects, and organizational need

## Work Environment

- 40 hours per week
- Office and on-location environments
- Occasional evenings or weekends for events
- Occasional travel for events

## Additional Responsibilities

- Assist with documenting workflows and creating training materials
- Provide transition support and training for team members when needed
- Perform other duties as assigned

## Reporting Structure

Reports to: Director of Marketing and Operations

#### Benefits

- Health, Dental, and Vision Insurance
- Life and Disability Insurance
- Flexible Spending
- Unlimited Time Off
- Free Courses through the Avila Institute

To apply, please submit a cover letter and resume to Debbie Aguiar, Operations Manager at [daguiar@myavila.com](mailto:daguiar@myavila.com).