



## Digital Content Creator Job Description

Denver Urban Gardens is on the hunt for a part-time **digital content creator who is passionate about gardening, community-building, sustainability, food justice, storytelling, and climate action.**

We're looking for a special someone with both skills and heart, an Earth-lover whose interests align with our mission and who can take our content and social channels to the next level.

We want to hear from you if you can:

- Develop engaging educational and promotional content for a variety of digital platforms
- Identify our communities' needs and recommend new content ideas
- Produce and edit short-form videos for Instagram, YouTube, and TikTok
- Interview DUG community members and capture life in the gardens for print and digital
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Use data + SEO guidelines to make strategic content decisions
- Connect with our online community members and engage new DUG ambassadors

You'll need these skills to be successful in the position:

- Good knowledge of who DUG is, what DUG does, and why gardening is so rad
- Experience as a social media manager, blogger, or content creator
- Understanding of digital marketing best practices + trends
- Experience creating video content
- Experience with influencer marketing
- Above-average proofreading abilities and a strategic editing eye

This contract position is for 3 months from date of hire (ideally mid-late September through mid-late December 2021). The contract covers **80 hours of work monthly at the rate of \$3,250 monthly**. There may be an option to extend the contract into 2022 if mutually agreed upon.

Candidates must live in the metro Denver area and be able to travel to our extensive DUG network for in-person events as needed. We welcome and encourage historically underrepresented voices to apply.



Please send your resume, portfolio, and one piece of video content you saw last week and loved to Niko Kirby, Director of Marketing and Communications at [niko@dug.org](mailto:niko@dug.org). Applications are rolling and the position will be open until filled.