



Position Title: Multimedia Outreach Specialist	Reports to: SDI Director
Department: Sustainable Development Institute	FLSA Status: Non Exempt
Classification: Regular Full Time	Benefit Eligible: Yes, Full Time Benefits
SOC Code:	Last Updated: 8/11/2026
Location: Keshena Campus	Posting Status: 1st Posting
Grant Funded: Partially Grant Funded	Application Deadline: September 10, 2026

Position Summary: Brief, general statement of the more important functions and responsibilities of the position.

The Multimedia Outreach Specialist advances SDI projects and initiatives through strategic communications, creative design, and social media engagement with internal and external stakeholders. This team-based position translates scientific and research-based information into accessible content for diverse audiences and develops outreach and educational resources to support SDI staff, interns, partners, and other stakeholders. The position provides leadership in graphic design, multimedia, and digital communications to ensure SDI's work remains modern, relevant, culturally responsive, and reflective of place across social media, websites, and other communication platforms.

Position Responsibilities and Duties:

1. Strengthen SDI's visibility, reputation, and engagement by developing and implementing strategic, audience-appropriate communications across social media, digital platforms, websites, and other outreach channels that increase awareness and understanding of SDI's mission, vision, models, and research.
2. Establish clear, consistent, and culturally responsive messaging and branding that reflects local and cultural values and effectively communicates SDI's work to diverse audiences, including academics, students, community members, community partners, customers, and other stakeholders.
3. Increase meaningful engagement and participation among campus, community, and partner audiences through coordinated social media strategies, digital outreach, events, and other communication approaches that strengthen relationships and create opportunities for ongoing connection and collaboration.
4. Translate scientific, research, and project information into accessible and user-friendly products by transforming complex data and findings into effective visual, written, and multimedia communications that support understanding and engagement among diverse audiences.
5. Advance SDI's visual storytelling and creative communications by producing high-quality figures, graphics, photographs, videos, interviews, logos, artifacts, design materials, and other multimedia products that effectively communicate SDI's work while remaining contemporary, relevant, and reflective of cultural values and place.
6. Strengthen SDI's digital presence and accessibility by maintaining accurate, timely, engaging, and relevant website and social media content and applying effective metadata, hashtags, geolocation, tags, descriptions, search optimization, and other digital communication practices.
7. Train and advise SDI staff on social media practices, digital engagement, appropriate responses, emerging platforms, and strategies for sharing their research, stories, updates, and events.

8. Improve communication strategies through data-informed evaluation by analyzing social media and digital engagement metrics, project findings, audience feedback, and qualitative information and translating results into actionable recommendations for content, outreach, and communication planning.
9. Strengthen student professional development and communication skills by training and mentoring interns and student workers. This includes providing instruction and practical experience in data translation, visual communication, storytelling, graphics, art, multimedia, and other methods for communicating research and project findings.
10. Assist with planning, coordinating, organizing, and facilitating outreach events and activities that connect SDI programs and projects.
11. Contribute effectively to a collaborative, team-based work environment by actively participating in staff, project, and partner meetings; sharing relevant information, ideas, and expertise; supporting shared goals and priorities; and following through on team commitments to advance SDI projects and initiatives.
12. Perform other duties as assigned by supervisor.

5. Risk Management and Compliance

- a. Adherence to FAA regulations
- b. Compliance with CMN Advancement Review Processes and MARCOM Plan

6. Strategic Planning

- a. Participates with and supports the college's strategic plans

7. Policy and Procedure Development and Implementation

- a. Any policy and procedure work would relate directly to the position

Position Type/Expected Hours of Work:

This is a full-time position. Standard days and hours of work are Monday through Friday, 8:00 a.m. through 4:30 p.m. Travel is expected.

Minimum Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Education

- b. Bachelors in fine arts, graphic design, marketing, communications, public relations, or journalism or
- c. An Associate's Degree in fine arts, graphic design, marketing, communications, public relations, or journalism plus demonstrated experience.

2. Experience

- a. Minimally would have one or more of the following: manage a small social media account; content creation experience; familiarity with scheduling and planning tools; basic analytics and reporting; internship; freelance work; completed portfolio with sample work
- b. Preferred would have advanced content creation skills; Project ownership from planning, execution, to evaluation; Social media campaign; Mature soft skills (receiving feedback, communicates clearly, understands trends)

3. Certifications and License-

- a. Valid Wisconsin Driver's License and Insurance
- b. Willingness to attain Commercial drone license FAA Part 107 Remote Pilot Certificate

4. Specific Skills

- a. Content Creation (writing clear copy, shooting photography, producing video/audio content, website development)
- b. Required proficiency in MS Office, Google Suite, virtual meeting platforms
- c. Software proficiency. Mix of the following: Adobe Creative Suite, Photoshop, Premiere Pro, Canva
- d. Data analytics to interpret and report metrics from social media and other internet platforms used by SDI
- e. Media management to include organizing, cataloguing, and maintaining digital assets and archives

5. Personal Traits

- a. Dependability, Attendance and Punctuality
- b. Communication Skills
- c. Customer Service to Students, Staff, Vendors and Contractors
- d. Judgement, Decision making and Problem Solving
- e. Innovation and creativity (Continuous Process Improvement)
- f. Attitude, Enthusiasm, Cooperation
- g. Managing Change and Adaptability

Supervisory Responsibility:

This position has no supervisory responsibilities.

Physical Demands & Work Environment:

Physical demands are classified as Light -lifting no more than 20 pounds at a time with frequent lifting or carrying of objects weighing up to 10 pounds, with frequent walking, standing or sitting most of the time with some pushing and pulling of arm or leg controls.

Work Environment:

While performing the duties of this job, the employee regularly works in an office setting. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

-Performs administrative office functions-Occasionally

-Exposure to office/class room environment- Frequently

-Exposure to shop or maintenance environment - Never

Tools & Equipment Used: Office equipment including copy, scan, print, and fax machines, computers, calculators, and telephones. Technical equipment like cameras, digital video cameras, drones, and emerging technology.

		1-33%	34-65%	67-100%			1-33%	34-65%	66-100%
		of time	of time	of time			of time	of time	of time
Activity	Never	Occasional	Frequent	Constant	Activity	Never	Occasional	Frequent	Constant
Bend	☐	☒	☐	☐	Lift/Carry				
Squat/Kneel	☐	☒	☐	☐	10 lbs or less	☐	☒	☐	☐
Twist/Turn	☐	☒	☐	☐	11-20 lbs	☐	☒	☐	☐
Climb	☐	☒	☐	☐	21-30 lbs	☐	☒	☐	☐
Crawl	☐	☒	☐	☐	31-50 lbs	☒	☐	☐	☐
Reach	☐	☒	☐	☐	51-75 lbs	☒	☐	☐	☐
Handling/Fingering	☐	☒	☐	☐	76-100 lbs	☒	☐	☐	☐
Grasping	☐	☒	☐	☐	Push / Pull				
Repetitive Motion	☐	☒	☐	☒	12 lbs or less	☐	☒	☐	☐
Stand	☐	☒	☐	☐	13-25 lbs	☐	☒	☐	☐
Walk	☐	☒	☐	☐	26-40 lbs	☒	☐	☐	☐
Sit	☐	☐	☒	☐	41-70 lbs	☒	☐	☐	☐
Special Activities					71-100 lbs	☒	☐	☐	☐
Hand Control-L&R	☐	☐	☒	☐	Tools				
Foot Control-L&R	☐	☐	☒	☐	Small Hand	☒	☐	☐	☐
Type/Keyboard	☐	☐	☐	☒	Power	☒	☐	☐	☐
	☐	☐	☐	☐	Drivers	☒	☐	☐	☐
	☐	☐	☐	☐	Forceful Grip	☒	☐	☐	☐

I have read and understand the expectations and physical requirements of this job description.

Print Name: _____

Date: _____

Signature

The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the employee a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change so, too, may the essential functions of this position.