

Who we are:

Transportation is so basic that many of us overlook its overwhelming importance in our daily lives. Practically everything used in our homes, offices, or schools across Tennessee – from furniture to food items to clothing – requires a large and complex transportation network. The Tennessee Department of Transportation provides citizens and travelers with one of the best transportation systems in the country. TDOT is a multimodal agency with responsibilities in building and maintaining roads, aviation, public transit, waterways, railroads, cycling and walking. Our involvement ranges from airport improvements to funding transit buses to planning for river ports. The Department of Transportation has approximately 3,500 employees with four statewide region facilities in Knoxville, Chattanooga, Nashville, and Jackson.

Communications Division:

The Communications Division is responsible for promoting the mission, vision, and goals of the Department by integrating the concerns of our customers into our processes and promoting a clear and consistent message both internally and externally. The mission of the Division is to provide leadership in developing and implementing strategic plans that integrate all modes of communication to ensure our customers remain informed and that the Department supports strategies to improve safety, increase mobility, and encourage economic development in Tennessee.

For more information please see link below:

<https://www.tn.gov/tdot/community-relations.html>



Digital Media Officer
Communications Division
Nashville, TN
\$90,000 - \$105,000 annually

Job Overview

The Digital Media Officer is responsible for the day-to-day digital communications of the Department of Transportation. In collaboration with executive leadership, the Digital Media Officer develops, implements, and manages digital communications and outlets to inform and engage citizens, communities, and stakeholders.

This position will implement work plans that align with the Communications Division's strategic vision. The Digital Media Officer works in a matrix organization and fosters positive relationships while providing digital communications; this position reports to the Assistant Chief of Public Affairs and Communications and is responsible for designing and executing the department's integrated digital strategies and work products.

Essential Job Responsibilities

Provide input for the strategic direction of the Communications division, including developing and implementing strategic proactive and engaging digital communication plans with measurable objectives, effective tactics, realistic budgets, and defined timelines and champion the department's vision and culture across diverse multi-media platforms.

Lead a team responsible for maintaining a digital media presence across all channels to drive engagement, growth, promotion, education, and awareness. Manage the content calendar and curate shareable and user-generated content, determining best-suited platforms. Perform analysis and gather insights related to the performance of external content against key performance indicators and communicate effectiveness to executive leadership.

Manage TDOT's internal and external websites to ensure consistency, accuracy, and branding standards, including updating project webpages, maintaining the web editor list, and checking regularly with divisions for updated information.

Create content for external newsletters, manage email marketing platforms and external distribution lists, and assist the Communications team in creating digital content showcased on websites, newsletters, and social media platforms.

Qualifications

1. Bachelor's degree in digital marketing, social media marketing, marketing, communications, public relations, journalism, or a related field
2. 10 years of related experience with external communication and digital marketing strategies, or an equivalent combination of education and experience.

Preferred Qualifications

Previous experience with social media management tools, graphic design tools, email marketing platforms, and content management systems is preferred. Candidates should have

experience implementing integrated digital communication strategies that bolster engagement and foster productive feedback from external stakeholders. Successful candidates will have outstanding written and verbal communication skills and high-level executive and client interaction skills.

Ideal Candidate

The Digital Media Officer tells compelling stories using their creative and innovative approach to capture attention and generate excitement. They thrive in a collaborative work environment and enjoy working with team members. The Digital Media Officer is naturally curious and constantly seeks new learning opportunities while being detail-oriented and able to meet deadlines. They possess the technical expertise required to create engaging content and the analytical skills necessary to utilize data for successful media strategies. To ensure TDOT remains a leader in the industry, they stay up-to-date with the latest trends and emerging technologies. In addition, they use their understanding of psychology and cultural competence to drive user engagement and create content that resonates deeply, leading to stronger connections and more effective communication.

Application for the Digital Media Officer requires completion and submission of the following two items:

1. Letter explaining the applicant's interest in the position.
2. Résumé that is a maximum of two (2) pages.

The two items should be emailed to TDOT.Careers@tn.gov by Monday, May 6th.