

Cal Poly Humboldt Sponsored Programs Foundation Job Announcement

This is not a state position

Job Title: Digital Media Specialist
Location: Arcata, CA or Remote
Hours: 40 hours per week
Wages: \$22.00 - \$29.00 DOE
Project: Northern California Small Business Development Center (NorCal SBDC)
Supervisor: Communications Manager

GENERAL INFORMATION

The Northern California Small Business Development Center (NorCal SBDC) is one of the nation's largest economic development networks, serving 36 counties and playing a pivotal role in the region's economic development ecosystem. Through coordinated efforts across Northern California, NorCal SBDC connects entrepreneurs with the resources and support they need to launch, grow, and strengthen their businesses.

The NorCal SBDC Marketing and Communications team advances the network's mission by increasing awareness of SBDC services, strengthening the NorCal SBDC brand, and engaging entrepreneurs, partners, elected officials, and other stakeholders across Northern California. Through strategic communications, digital marketing, storytelling, and public outreach, the team showcases the NorCal SBDC's measurable economic impact, highlights the success stories of the entrepreneurs it serves, and supports major network-wide initiatives.

The NorCal SBDC network is hosted by Cal Poly Humboldt University's Sponsored Programs Foundation and funded through the U.S. Small Business Administration (SBA), the California Governor's Office of Business and Economic Development (GO-Biz), and other federal, state, and local grants and contracts.

POSITION SUMMARY

The Digital Media Specialist is a communications professional responsible for developing and managing engaging digital content that strengthens the NorCal SBDC brand, increases awareness of SBDC services, and showcases the Network's measurable impact. Reporting to the Communications Manager, this position supports the NorCal SBDC's communications strategy by highlighting the value of the Network through compelling digital media that informs, engages, and inspires entrepreneurs, partners, elected officials, and other stakeholders.

Working closely with the Communications Manager, the Digital Media Specialist develops newsletters, actively manages the Network's social media channels, maintains and optimizes website content, and contributes to media relations efforts. The position also executes digital campaigns that promote events, feature client success stories, communicate major network-wide initiatives, and strengthen awareness of NorCal SBDC services and its mission. The position combines creative storytelling with technical execution by delivering timely, relevant content, strengthening the Network's online presence, monitoring performance, and ensuring communications are visually compelling, accessible, accurate, and aligned with NorCal SBDC brand standards.

The ideal candidate is a creative, detail-oriented communicator with strong writing, design, and digital marketing skills who thrives in a collaborative environment. They proactively contribute ideas, embrace emerging digital trends, and use data and analytics to continuously improve the effectiveness of the Network's digital communications.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

Email & Digital Communications, Content Development

- Support the Communications Manager in executing communications plans, campaigns, special projects, and other organizational initiatives.
- Develop, distribute, and oversee email newsletters and other digital communications.
- Draft and publish digital content—including client success stories and organizational updates.
- Work with the Design Specialist to create graphics, short-form videos, and other multimedia assets that support newsletters, the NorCal SBDC website, social media, and other digital channels.
- Ensure all digital communications align with NorCal SBDC brand standards and messaging guidelines.

Social Media Coordination

- Collaborate with the Communications Manager to develop social media content and messaging that aligns with the Network's communications strategy and editorial calendar.
- Manage the Network's social media presence across multiple platforms by scheduling and publishing content, maintaining an active online presence, and ensuring a consistent brand voice.
- Foster meaningful audience engagement by monitoring and responding to comments, messages, and other interactions in a timely and professional manner.
- Execute organic and paid social media campaigns that promote SBDC services, events, client success stories, and organizational initiatives.
- Monitor platform performance, audience trends, and emerging best practices, using insights to strengthen engagement and overall effectiveness.

Website Coordination

- Maintain the NorCal SBDC website by ensuring website content is accurate, current, accessible, and aligned with organizational priorities.
- Coordinate with Area Centers, program staff, and other Network partners to publish timely website updates, resources, announcements, and event information.
- Optimize website content for usability, accessibility, search engine optimization (SEO), and responsive design best practices.
- Monitor website performance, troubleshoot content or functionality issues, and implement improvements as needed.

Media Relations & Public Outreach

- Assist with the development and distribution of press releases and other public relations materials.
- Support media outreach by maintaining media lists and monitoring coverage.
- Stay informed on emerging communications trends, technologies, and best practices to recommend enhancements to the Network's digital communications.

KNOWLEDGE, SKILLS & ABILITIES

- Knowledge of digital marketing, content creation, and communications best practices across websites, email marketing, social media, and other digital channels.

- Proficiency with Google Workspace, Canva, Constant Contact, Wordpress, social media management tools, and other communications technologies.
- Familiarity with generative AI tools and the ability to use them responsibly to support content creation, research, editing, and workflow efficiency.
- Understanding of social media platforms, audience engagement strategies, digital analytics, and emerging communications trends.
- Excellent written, verbal, and visual communication skills, with the ability to tailor messaging for diverse audiences.
- Strong organizational and project management skills, with the ability to manage multiple priorities, meet deadlines, and adapt in a fast-paced environment.
- Ability to collaborate effectively with colleagues, Area Centers, and external partners while maintaining professionalism, responsiveness, and attention to detail.

PREFERRED QUALIFICATIONS

Preference will be given to candidates who demonstrate the following:

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Graphic Design, or a related field, or an equivalent combination of education and professional experience.
- Two or more years of professional experience in digital marketing, communications, public relations, social media management, or a related field; experience in an agency, corporate communications, or nonprofit environment is preferred.
- Demonstrated success growing and managing social media accounts through data-informed content strategies and audience engagement.
- Experience creating and editing content for digital platforms, including photography, videography, and short-form video production.
- Proficiency with Adobe Creative Cloud, CapCut, or similar creative software.
- Knowledge of search engine optimization (SEO), keyword research, branding principles, and social listening tools to maximize content reach and engagement.
- Experience collaborating with community partners, media outlets, influencers, or other external stakeholders to support communications and public outreach.

APPLICATION PROCEDURE

Qualified applicants should submit the following items via email to careers@norcalsbdc.org

1. Cover letter
2. Résumé
3. Three professional reference contacts
4. [Cal Poly Humboldt SPF Employee Information Form for Applicants](#)

Position will remain open until filled. Apply before 5pm on August 28, 2026 to be included in the first round of application reviews.

This position may require occasional travel throughout Northern California and occasional evening and weekend commitments. A competitive benefits package is offered, including retirement, health, dental, and vision coverage.

While long-term continuation is anticipated, all NorCal SBDC positions are contingent upon continued state and federal funding. This is not a state or federal position.

Cal Poly Humboldt Sponsored Programs Foundation is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex including sexual orientation and gender identity, national origin, disability, protected Veteran Status, or any other legally protected status. More information about Cal Poly Humboldt SPF's Equal Employment Opportunity hiring can be found [here](#).

SPF adheres to the policy of employment at will, which permits the employer or the employee to end the employment relationship at any time, for any reason, with or without cause or notice as permissible by law. No SPF representative other than the Executive Director may modify at-will status and/or provide any special arrangement concerning terms or conditions of employment in an individual case or generally and any such modification must be in a signed writing.

Maintaining eligibility to work in the United States is a condition of employment. Cal Poly Humboldt Sponsored Programs Foundation does not sponsor visas for staff, management, or temporary positions.

For assistance with the application process, please submit an Accommodation Request Form, which can be [found here](#) or contact ADA Coordinator at 707.826.3626 or confidential fax at 707.826.3625. For more information regarding accommodation, you may also visit the Cal Poly Humboldt Human Resources website at <https://disability.humboldt.edu/>. Individuals in need of a telecommunications relay service may contact the California Relay Service at 877.735.2929 TTY.