

DIGITAL AND OUTREACH SPECIALIST

JOB CLASSIFICATION	DIGITAL AND OUTREACH SPECIALIST
CLASSIFICATION	CLASSIFIED, NON-UNION
SALARY GRADE	EDA06
SALARY RANGE	\$59,137.30 - \$61,526.44
DEPARTMENT	MARKETING
REPORTS TO	DIRECTOR, MARKETING
LAST UPDATED	MARCH 5, 2026

JOB DESCRIPTION SUMMARY

The Digital and Outreach Specialist supports the Virgin Islands Economic Development Authority's (VIEDA) territorial business engagement, community outreach, and digital communications initiatives by promoting programs, services, and economic development activities across established and emerging platforms. Reporting to the Director, Marketing, the Digital and Outreach Specialist develops and manages digital and multimedia content, supports community-facing campaigns, and represents the Authority at outreach events, workshops, and public forums throughout the Territory. The role supports promotion of Authority initiatives through coordinated messaging, stakeholder communication, and public engagement, and serves as a visible representative of VIEDA who must be comfortable interacting with the public, participating in media opportunities, and communicating professionally across multiple platforms.

ESSENTIAL FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Lead community-facing marketing and outreach efforts promoting VIEDA programs, services, and economic development initiatives to businesses, stakeholders, and the public.
- Represent the Authority at community events, workshops, stakeholder meetings, outreach initiatives, and public forums.
- Deliver presentations and communicate program information professionally to diverse audiences.
- Capture and coordinate visual documentation of Authority activities, conferences, and stakeholder engagements, including photographs and short-form video content, to support communications, reporting, and promotional initiatives.
- Launch and manage the agency's podcast to promote VIEDA programs and initiatives.
- Participate in interviews, local media engagements, and public communication opportunities as assigned, serving as a visible representative of the Authority.
- Support Vision 2040 outreach and communications aligned with assigned programs that promote economic development and improve quality of place and life for USVI residents.
- Serve as a liaison with local media outlets in coordination with the Director, supporting interview scheduling, information coordination, ad design and placement, and communication of Authority initiatives to community audiences.
- Draft press releases, coordinate local media engagement, and respond to media inquiries in coordination with the Director.
- Develop, produce, and manage engaging digital and multimedia content across established and emerging platforms to promote Authority initiatives, programs, and accomplishments.

- Create and edit short promotional videos, social media reels, highlight multimedia pieces, and event-support content by assembling footage from professional sources, mobile recordings, and approved stock media to support timely outreach, reporting, and promotional campaigns.
- Maintain the Authority’s social media channels and digital platforms with current, relevant, and strategically aligned content supporting community engagement and public awareness.
- Monitor website sections for assigned programs to ensure information remains current, accurate, accessible, and user-friendly, and coordinate necessary updates as appropriate.
- Develop professional-quality branded marketing materials and visual campaign assets, including but not limited to brochures, fact sheets, presentations, outreach graphics, digital and production-ready design elements, and conference booth materials, ensuring visual consistency and professional production standards across Authority initiatives, conferences, events, and communication platforms.
- Lead marketing preparation for Authority participation in conferences, trade shows, and outreach events, including development of presentation materials, promotional visuals, and supporting multimedia content.
- Plan and coordinate pre- and post-engagement communications supporting Authority initiatives to strengthen public awareness, stakeholder engagement, and program visibility.
- Develop and coordinate recurring Authority newsletters, outreach publications, and digital communications by creating content, compiling program updates, and supporting distribution to stakeholders and community audiences.
- Respond to and manage inquiries related to assigned programs by providing program information, maintaining follow-up communication as appropriate, and documenting engagement activity within the CRM.
- Maintain visibility of assigned program interest by tracking outreach activity within the CRM and preparing periodic summaries or reports identifying stakeholder inquiries, engagement trends, and potential program participants for coordination with the appropriate divisions.
- Actively coordinate with assigned divisions to obtain required materials for the Authority’s annual report and major publications, including conducting structured follow-ups, clarifying reporting needs, and assisting in preparing preliminary summaries where appropriate to support timely submission.
- Serve as the primary departmental liaison to external design vendors for production of the Authority’s annual report and major marketing publications, coordinating materials, revisions, and layout review.
- Maintain awareness of VIEDA programs, initiatives, and partner activities to ensure marketing content remains accurate, current, and aligned with organizational priorities.
- Collaborate with internal teams and leadership to support their department’s marketing goals and effective communication of VIEDA initiatives.
- Coordinate marketing support for assigned program areas in alignment with established departmental workflows, timelines, and prioritization processes to ensure effective planning and consistent delivery of outreach initiatives.
- Provide cross-functional support for Authority initiatives and events as needed to maintain operational continuity and effective departmental service delivery.
- Perform other duties as assigned.

COMPETENCIES

- Ethical conduct and ability to maintain a high degree of confidentiality.

- Strong interpersonal and public engagement skills, including the ability to interact professionally with business owners, community stakeholders, government partners, and the public.
- Ability to confidently represent the Authority in public forums, outreach events, media interviews, podcasts, and stakeholder engagements.
- Strong written and verbal communication skills with the ability to translate program information into clear, accessible public-facing messaging.
- Demonstrated ability to develop engaging digital and multimedia content across multiple platforms, including social media, newsletters, presentations, and outreach publications.
- Ability to create professional-quality visual communications and branded marketing materials using industry-standard design tools and platforms.
- Ability to edit and assemble short-form promotional videos, reels, and multimedia highlight content using mixed media sources.
- Strong organizational and time-management skills with the ability to manage multiple outreach initiatives and content deadlines simultaneously.
- Ability to monitor digital engagement metrics and apply insights to improve outreach effectiveness and communication strategies.
- Proficiency in utilizing CRM platforms to document stakeholder engagement, track outreach activity, and support reporting.
- Ability to collaborate effectively across departments and coordinate communications with program staff and leadership.
- Flexibility and adaptability in a dynamic public-sector environment with evolving program priorities and outreach needs.
- Ability to operate effectively within established departmental workflows while providing cross-functional support as needed to maintain operational continuity.

SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibilities.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, fax machines and other office equipment as applicable.

PHYSICAL DEMANDS

This is not a sedentary role; some stooping, bending, walking, lifting, typing, talking, hearing, seeing, repetitive motions are necessary. This would require the ability to lift up to 20 to 50 pounds of force.

POSITION TYPE AND EXPECTED HOURS OF WORK

This is a full-time position. Normal days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m.; however, this position often requires weekend and after hours work.

TRAVEL

Travel is required for this position.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in marketing, communications, public relations, graphic design, digital media, journalism, business administration, or a related field.
- Minimum of four (4) years of progressively responsible professional experience in marketing, communications, digital content development, community engagement, public outreach, or a related field.

- Demonstrated experience creating digital and visual marketing content, including social media materials, presentations, outreach publications, or branded communications.
- Experience using professional design and content development tools and platforms to produce marketing materials and multimedia communications.
- Experience engaging with external stakeholders, community audiences, or public-facing communications initiatives in a professional setting.
- Proficiency in utilizing CRM systems, digital communication tools, and standard professional office software.

PREFERRED EDUCATION AND EXPERIENCE

- Experience producing multimedia communications, including short promotional videos, digital storytelling content, or campaign-based outreach materials preferred.
- Experience in economic development, public-sector communications, government outreach, nonprofit engagement, or stakeholder-focused program promotion preferred.
- Familiarity with the U.S. Virgin Islands economic landscape, government structure, and partner agencies, or demonstrated ability to quickly develop working knowledge necessary to support effective program outreach.

ADDITIONAL ELIGIBILITY QUALIFICATIONS

Valid USVI Driver’s License

AFFIRMATIVE ACTION PLAN (AAP)/EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

All employment decisions shall be made without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age (40 or older), disability, military service, genetic information (including family medical history), or political affiliation or other non-merit-based factors.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

HOW TO APPLY

To apply, submit the following:

- Letter outlining your interest and qualifications for the job
- Resume

This position will remain open until filled.