

Company Description:

Wilson Dow is a creative production agency celebrating 25 years of connecting global brands with their key audiences in live, virtual, and hybrid settings. A privately-owned agency, our team is a collection of strategists, writers, artists, directors, choreographers, etc. – hailing from the highest ranks in entertainment, business, production, and learning – whose passions are driven by engaging, uniting and activating audiences through The Power of Live™.

Title: Digital Specialist

Reports to: Digital Department Manager

Position Profile:

The Digital Specialist role is a critical component of our success at Wilson Dow. This position often works in collaboration with the Digital Strategist to deliver upon any given strategic approach for our clients events. This requires the ability to creatively research, discover, and apply platforms and digital tactics in an agile environment while remaining cognizant of established user behaviors. The Digital Specialist must have the ability to work across multiple teams and adopt new skills, knowledge, and abilities in a solution-oriented, multi-disciplinary creative production agency.

Responsibilities:

The Digital Specialist is responsible for executing digital deliverables from inception through execution in partnership with the Digital Strategist and Digital Producer. Specific responsibilities include:

- Working collaboratively with multiple groups both internal and external
- Creating and configuring event specific technology throughout the project lifecycle
- Applying ingenuity, creativity, analytical, and organizational skills to an agile and efficient daily workflow
- Working with and configuring data sets to manage participant lists, agendas and other information for specific deliverables
- Staying on track with the production timelines and deliverables
- Participate in the continuous process of quality control
- Supporting the production team sometimes in a client facing role as it relates to digital
- Problem solving with internal and external teams
- Running and executing platforms and reports on event days

Ideal candidate would have the following competencies:

- 3-5 years experience working within the event industry in a digital role or related experience
- Demonstrated record of contributing solutions on tight deadlines
- Ability to work on multiple projects simultaneously, both independently and collaboratively
- Understanding user behavior as it relates to UI and UX

- Strong organizational skills and attention to detail
- Solid understanding of practical benefits and limitations of technologies and network limitations
- Ability to work from detailed storyboards and written scripts
- Problem solver and good communicator
- Desire to grow and apply new skillsets in a self-directed environment
- Digital marketing experience
- Previous experience in managing and administrating event apps

Working knowledge of the following is a benefit

- Adobe Creative Suite
- Microsoft Office Suite
- Keynote
- Video conferencing platforms (Zoom, WebEx, Microsoft teams, etc.)
- Virtual event platforms (Hopin, On24, Bizzabo, etc.)

Compensation: Commensurate with experience. Wilson Dow offers a comprehensive benefits package including medical, dental and vision insurance, disability and life insurance, 401(K) Plan with a company contribution, and paid time off.

Travel: Nationally, and potentially Worldwide

Location: Chicago, IL or California (Bay Area preferred)

For more information or to apply, contact: careers@wilsondow.com.

Wilson Dow is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.