



**The Alliance
for Rights
and Recovery**
formerly NYAPRS

Digital Media & Events Specialist

Department: Administrative

Location: New York State

Reports To: Shannon Higbee, Chief Strategy Officer

Job Type: Full-time

Job Summary

The Digital Media & Events Specialist is responsible for managing and creating digital content, overseeing social media engagement, supporting event planning, and assisting with scheduling and coordination. This role blends creativity with organization, ensuring a strong visual and digital presence while providing logistical support for events and campaigns.

Key Responsibilities

Digital Media & Social Media Management (50%)

- Develop and design engaging graphics, videos, and digital content for social media, newsletters, and promotional materials.
- Manage social media accounts, including content creation, posting, engagement, and analytics tracking.
- Create and implement a content calendar to align with organizational goals, campaigns, and events.
- Maintain brand consistency in all visual and digital communications.
- Monitor social media trends and engagement metrics to refine strategies.

Assist with Event Planning (30%)

- Assist in planning, organizing, and executing in-person and virtual events, including webinars, workshops, and conferences.
- Assist in coordinating event logistics, including scheduling, invitations, registrations, and materials.
- Support event marketing by creating digital and printed promotional materials.
- Assist in event setup, on-site coordination, and post-event follow-up.

Administrative & Scheduling Support (20%)



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- Manage scheduling for social media posts, events, and key organizational activities.
- Assist with internal and external communications related to digital content and events.
- Organize files, documents, and media assets for easy access and consistency.
- Support additional projects as needed, ensuring smooth operations in digital marketing and events.

Qualifications & Skills

Education & Experience

Bachelor's degree in marketing, communications, graphic design, or a related field (preferred but not required).

2+ years of experience in digital media, social media management, or event planning.

Technical Skills

Proficiency in graphic design tools (e.g., Canva, Adobe Photoshop, Illustrator).

Basic knowledge of website content management systems (e.g., WordPress, Wix) is a plus.

Background in video editing or animation.

Experience with social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok) and scheduling tools (e.g., Buffer, Hootsuite).

Familiarity with event management tools (e.g., Eventbrite, Zoom, Microsoft Teams).

Basic knowledge of website content management systems (e.g., WordPress, Wix) is a plus.

Soft Skills

Strong organizational and multitasking skills.

Ability to work both independently and collaboratively.

Excellent written and verbal communication skills.



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Preferred but Not Required

Experience in nonprofit, advocacy, or mission-driven organizations.

Background in video editing or animation.

Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact)

Lived experience with mental health challenges

How to Apply: Submit a cover letter, salary requirements, and resume to hr@rightsand recovery.org or by regular mail to the Alliance for Rights and Recovery, 194 Washington Avenue, #400, Albany, NY 12210 ATTN: Human Resources. The Alliance for Rights and Recovery is an equal opportunity employer.