

Digital/Social Marketing Specialist

Location: Charles Town, WV (Hybrid)

Organization: The Spirit of Jefferson

Type: Full-Time

Overview

The Spirit of Jefferson is rebuilding its advertising model from the ground up, and we're looking for a hungry digital marketing specialist to take the lead.

We are a legacy newspaper with a rapidly growing audience throughout West Virginia, Maryland, Northern Virginia, and Washington, D.C., and are aiming to continue to grow deeper into these markets, evolving into a true regional media outlet.

As such, we're looking for someone who understands that attention is earned, not bought, and who is comfortable selling and executing modern advertising and marketing campaigns that combine print, social media, video, and digital distribution in a fast-moving environment.

What You'll Do

Sales & Revenue Growth

- Working with the editor-in-chief, you will help develop and sell multi-platform advertising campaigns.
- Build and maintain a pipeline of local and regional clients.
- Conduct outreach via email, phone, and virtual or in-person meetings.
- Present campaign ideas clearly and confidently to business owners and marketing teams.

Campaign Strategy & Execution

- Package advertising into clear, outcome-driven campaigns, not one-off placements.
- Work with editorial and creative teams to align sponsored content with audience expectations.
- Oversee the execution of campaigns across:
 - Print
 - Web
 - Newsletters
 - Social media

Digital & Social Advertising

- Help develop and implement web- and social-first advertising products.

- Coordinate the creation of short-form video and support native-style sponsored content.
- Understand how content performs on platforms like Instagram and Facebook, and adjust accordingly.

Client Management & Retention

- Act as the primary point of contact for clients.
- Provide basic performance feedback and insights.
- Build long-term relationships that lead to repeat business.

What We're Looking For

- Experience in advertising sales, marketing, media, or a related field.
- Strong communication skills.
- Self-starter mentality with the ability to manage your own pipeline.
- Familiarity with social media platforms and digital content trends.
- Ability to work across teams.

What Sets You Apart

- You have a unique view on social media and digital marketing.
- You understand the power of video and its ability to convert.
- You have a background in media or agencies.
- You like to think strategically about full-system growth, not just meeting advertising quotas.

What This Role Is Not

- It is not a passive account management role.
- It is not limited to selling print advertisements.
- It is not for someone waiting for inbound interest.

This role is for someone who is comfortable building relationships, creating opportunities, and helping businesses reach an audience that spans regional markets.

Compensation

- \$35,000 starting salary, with opportunity to earn commission after first-year review.

Why This Role Matters

We are actively reshaping how a legacy newsroom generates revenue and supports its community. This role is central to that effort.

If you're interested in building something modern inside an established brand — and you're willing to take ownership of outcomes — we want to talk.

How to Apply

Send a resume, cover letter, and two campaigns, client projects you've been part of, or other pertinent examples to editor@spiritofjefferson.com.