



Tony Evers

Office of the Governor | State of Wisconsin

Digital Content Creator

The Office of Governor Tony Evers is looking for an experienced digital content creator who is a creative self-starter with some experience in graphic design, video production, and storytelling. The digital content creator, with direction and collaboration from the communications director and deputy communications director, will work closely with the digital assistant to cultivate engaging and creative content for social media and stakeholders and help drive social media strategy.

As a member of the governor's communications team, the digital content creator will work to build digital communication campaigns and content while using research and a deep understanding of the Evers Administration's priorities, values, and voice. A successful candidate will bring a highly creative, organized, and strategic mindset to the role.

Responsibilities:

- Strategize, plan, schedule, and execute digital communications, including social media content, graphic design, and video production.
- Help maintain a content editorial calendar to manage content and plan specific, timely digital campaigns that communicate the governor's and the Evers Administration's values and drive engagement across all platforms.
- Support digital communication requests and needs from both internal and external partners.
- Assist in managing the governor's social media accounts, including Facebook, Instagram, Bluesky, and Twitter.
- Ideate fresh, creative digital content, manage short and long-term projects, and execute ideas with a high level of professionalism and timeliness.
- Utilize software, such as Adobe Creative Suite, to design original graphics and edit photos and videos for use on different platforms.
- Draft and prepare scripts and talking points for video messages and events.
- Track local, state, and federal breaking news and work with internal and external partners to ensure timely, accurate content.
- Ensure the digital initiatives advance and communicate the governor's vision for the state of Wisconsin.

Qualifications:

- Higher education degree or equivalent combination of education and experience in communications, journalism, public relations, marketing, graphic design, or another closely related field.
- Creative self-starter and leader with strong digital background and experience who can lead digital discussions at both the practical and strategic levels.
- Experience writing for social media and tailoring voice, tone, and visuals by creating appropriate, authentic, and engaging content to connect with a diverse audience.
- Experience planning, filming, and editing video content and crafting original graphics.

- Excellent writing, proofreading, and oral communication skills with strong attention to detail and accuracy.
- Demonstrates interpersonal communication skills and the ability to work collaboratively in a team setting to solve problems.
- Highly organized and self-motivated to manage workflow and deadlines independently.
- Experience in preferred software tools, including Adobe Creative Suite, Microsoft Office Suite, and Google Workspace.
- Strong interest in news and government and ability to work quickly in a fast-paced, rapidly changing environment.
- Motivated by public service and committed to serving the people of Wisconsin.

Compensation

- Salary range is \$45,000 to \$65,000 annually, commensurate with experience
- Generous benefits package

The digital content creator serves in an appointed role at the pleasure of Gov. Evers. The appointment expires December 31, 2026.

The Office of Governor Tony Evers is an equal opportunity employer and strives to recruit and retain high quality staff who are committed to the Administration's pursuit of a diverse, equitable, and inclusive workplace that reflects the Wisconsinites it serves.

How to Apply

- Email cover letter, resume, writing sample, and 2-3 examples of original design and/or digital editing work to Cara Henney, Deputy Communications Director, at Cara.Henney1@wisconsin.gov.