



Specialist, Digital and Publications

Do you want to join a team that values Service, Collaboration and Excellence?

Do you want to work with an organization that is committed to serving its customers and community by providing clean, reliable, and affordable energy to Long Island and the Rockaways?

Is being part of a value-driven organization important to you?

If yes, please check us out!

Who We Are

We are a team of motivated, engaged, and exceptionally talented self-starters, willing to roll up our sleeves and do what is necessary to get the job done. If you are interested in joining this dynamic team and have a passion to learn, develop, and want your experience to make an immediate impact, please apply.

To find out more about us, please visit our website www.lipower.org

What We Offer

LIPA offers a thriving company culture, exceptional colleagues, and great benefits. We also provide an environment of continuous development and growth. Our benefit package includes:

- ❖ Partial hybrid work and flexible hours
- ❖ Excellent Medical Insurance
- ❖ No employee cost for Dental and Vision Insurance
- ❖ Paid holidays and generous leave time
- ❖ Professional development opportunities
- ❖ Educational assistance opportunities
- ❖ Multiple retirement plan options with company contribution
- ❖ Short-term and long-term disability coverage
- ❖ Flexible spending account
- ❖ Life Insurance
- ❖ 529 College Savings Program
- ❖ \$300 Wellness Reimbursement

What We Need

- Six (6) years of experience with graphic design, social media, and website/digital asset management
- Dynamic portfolio, including graphic design work and contributions to digital content platforms that showcase a variety of work and styles

LIPA's Corporate Values

Service: Our work is service. Everything we do is for the benefit of our customers.

Collaboration: Operate as one LIPA team. Everyone is included.

Excellence: One plan, with relentless implementation. Clear performance goals.

What You'll Do At LIPA

The Specialist, Digital & Publications assists in fulfilling LIPA's purpose of clean, reliable, and affordable electric service for our customers on Long Island and the Rockaways by working cross-functionally to support the office of the Chief Executive and LIPA to create impactful, informative, and engaging visual content to enhance LIPA's reputation and purpose. The Digital Media Specialist will also independently manage our digital content and assets through a dual-minded approach focusing on storytelling while relying on data to form strategic decisions to shape and distribute content. This position will reimagine LIPA's social media for more engagement, help us build our following, and optimize our use of different platforms.

Other Essential Job Functions include:

- ❖ Lead the creation and governance of cohesive, brand-aligned digital content (i.e., reports, text, imagery, infographics, charts, newsletters, fact sheets, videos, PowerPoint presentations, audio, and organizational charts).
- ❖ Ensure branding, style, and messaging compliance and consistency across LIPA's publications and digital resources.
- ❖ Leverage research, social listening, and data analysis to define actionable insights.
- ❖ Produce social media analytical reports.
- ❖ Manage LIPA's digital channels, including website(s) and internal employee intranet, to ensure information and visuals are up to date.
- ❖ Coordinate digital content through posting, maintenance, and monitoring of the LIPA intranet and website(s).
- ❖ Create, manage, and/or advise on the development of current websites and regularly monitor and analyse website metrics.
- ❖ Thoughtfully design content that celebrates the LIPA brand and shines a light on our values, our purpose, and our positive impact.
- ❖ Manage content development, production, and publishing for key brand moments and storytelling content.
- ❖ Design engaging content for social media postings (i.e., Twitter and LinkedIn).
- ❖ Facilitate postings on LIPA social media accounts.
- ❖ Coordinate responses on social media and manage complaint escalation.
- ❖ Design Constant Contact emails.
- ❖ Assist with end-to-end project management on multiple projects at a time to help keep project teams aligned, motivated, and moving forward on objectives and key deliverables.
- ❖ Maintain a digital archive of photos, videos, and more.
- ❖ Coordinate and/or produce media assets, including original photography and video, to be used in corporate documents.

Salary Range: \$71,000 - \$86,900

LIPA is an equal-opportunity employer. LIPA is an equal-opportunity employer. All people with disabilities are encouraged to apply to all jobs for which they are qualified. M/F/V/D

Applying: Interested parties should submit their cover letter and resume to Gary Martens, Director, Human Resources and Administration, at 2025Specialist@lipower.org

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