



JOB POSTING

Job Title: Digital Content & Creative Specialist

Reports to: Director of Communications

FLSA Classification: Full-time, Exempt; benefits-eligible, PTO, 401(k), and paid holidays provided

Location: Meriden, CT (Hybrid)

Position Summary

The Digital Content & Creative Specialist designs digital and print assets, manages website content, and leads social media to maintain a consistent and accessible brand presence. This role collaborates across teams to execute communication strategies, support events, and enhance the CBA's digital platforms.

Primary Responsibilities

1. Graphic Design and Brand Implementation

- Lead branding design for the organization; maintain consistency and look of brand on website, in print, and online collateral; ensure visuals adhere to CBA style and accessibility standards
- Design content and overall structure for the CBA's print and electronic communications, including but not limited to the weekly newsletter and association publications
- Design digital and print assets for marketing, events, and other initiatives (programs, advertisements, flyers, social media graphics, event banners, signage, etc.); prepares final design layout and files for web production or press-ready packaged files
- Create and maintain branded templates and collateral

2. Website Content and Maintenance

- Update and manage website content, documents, forms, and visuals using the CBA's content management system (CMS)
- Coordinate with vendors and internal staff to ensure smooth navigation, accessibility, and accuracy of website

3. Social Media and Digital Campaign Support

- Lead the execution of campaign visuals and stories
- Capture and edit photography for CBA events, headshots, and promotional use
- Maintain and organize the CBA photo archive for internal and external content needs
- Produce visual content for use across CBA's social media platforms
- Maintain photo and media libraries for content use

4. Collaboration and Technical Support

- Coordinate with CLE, Events, Membership, and Community teams to support formatting and design needs
- Support the Communications team with technical tasks, including document uploads and web updates
- Serve as point of contact with design/other third-party vendors or contractors when needed

5. Web Projects and System Coordination

- Support planning and content migration during website redesign projects
- Assist with digital improvements, web structure updates, and navigation reviews
- Provide guidance on visual best practices and file preparation

Additional Responsibilities

- Provide design and communications support for CBA president and organizational initiatives, including marketing
- Participate in strategic planning sessions and implement resulting communications and design plans
- Monitor web and design trends and share updates with department leadership
- Follow CBA editorial and style guidelines in all deliverables
- Attend in-house and external events, meetings, or activities as assigned
- Perform other duties as needed

Required Qualifications

- 4+ years of experience in graphic design, web content creation, communications, and/or marketing.
- Proficiency in Adobe Creative Suite, Canva, and content management systems (WordPress or equivalent)
- Attention to detail and ability to balance multiple tasks on deadline

- Strong interpersonal skills with the ability to engage with and connect to diverse groups and individuals across the demographic spectrum
- Demonstrated discretion in handling confidential information and sensitive materials, as well as good judgement in matters of CBA policy and procedures
- Commitment to inclusive, equitable workplace culture
- Ability to travel and work evenings and weekends to support programs and events as needed
- Strong organizational and project management skills
- Strong strategic and creative thinking abilities
- Knowledge of Google Analytics or other marketing campaign tracking software and techniques

How to Apply

To apply, please send a **cover letter and résumé** to [**careers@ctbar.org**](mailto:careers@ctbar.org). Applications will be reviewed on a rolling basis until the position is filled. Starting salary is \$65,000, commensurate with experience. This is a full-time, exempt position with a comprehensive benefits package including health insurance, paid time off, 401(k), and paid holidays.

About the Connecticut Bar Association

The Connecticut Bar Association, founded in 1875, is the preeminent organization for lawyers and the legal profession in Connecticut. With its 70+ sections and committees, the CBA produces over 300 programs each year, including the Connecticut Legal Conference. The CBA is a non-profit member service organization dedicated to advancing the legal profession and the principles of law and justice.