Duke Innovative Design Agency (DIDA)
Creative Content Producer

The Duke Innovative Design Agency (DIDA), sponsored by the University Center Activities & Events, is a student-staffed strategic marketing agency founded as a resource for the Duke community. The DIDA team aims to serve the Duke community by offering creative marketing and communications solutions. The DIDA team takes a collaborative approach to building client relationships and delivering exceptional service. Student experts from a variety of specialties work closely with representatives to determine each client’s marketing needs and preferences.

The DIDA team is made up of:
• Social Media Strategist
• Marketing Strategists
• Graphic Designers
• Web Designers
• Videographers
• Photographers
• Copywriters

Responsibilities:
• Maintain consistent work schedule and commit to a minimum of 5 work hours per week
• Work independently and collaboratively with a variety of assignments
• Meet with clients, DIDA Project Manager, and DIDA Creative Director as needed to discuss their needs and to establish realistic project deadlines
• Commit to improving your own technical skills and the skills of others
• Demonstrate an exceptional level of creativity in design
• Use Adobe Creative Suite software and other available resources to design effective and aesthetically pleasing deliverables for clients
• Regularly communicate with team members regarding pending projects to ensure quality and timeliness of work
• Demonstrate familiarity with University, UCAE, and DIDA policies as they relate to marketing and publicity
• Complete all DIDA trainings and attend all necessary DIDA meetings

Qualifications:
• Advanced knowledge of and skill in design principles and techniques
• Working proficiency with Adobe Creative Suite software or comparable design tools
• Attention to detail and strong artistic or creative talent
• Superior time and project management skills
• Ability to motivate peers and work with a diverse clientele