



## **JOB DESCRIPTION**

**JOB TITLE:** Marketing and Communication Coordinator

**REPORTS TO:** Executive Director of the Connors Development Foundation

**CLASSIFICATION:** Professional 1

**STATUS:** Full Time-exempt

**LENGTH OF EMPLOYMENT:** 12 month continuing position

**JOB OVERVIEW:** The Marketing and Communication Coordinator is responsible for the managing the external and internal marketing and communication activities for Connors State College. This includes writing/editing and creating various communications including regular college publications, digital media platforms and special projects.

### **DUTIES AND RESPONSIBILITIES:**

- Coordinate all publication & media activities both internally and externally.
- Develop and maintain a viable marketing plan focused on the strategic goals of the college as well as current educational trends
- Develop and maintain content for an up-to date relevant college web, social media, and traditional media presence consistent with the strategic goals of the college as well as current educational trends
- Stay informed of all key program, initiatives, successes and other progress at the college in order to keep media and community stakeholder groups informed
- Work with the Creative Services Specialist for advanced graphic needs.
- Work closely with all departments to obtain information, research appropriate content, write and edit collateral pieces, and execute desktop graphic duties to include photos, logos and design elements
- Prioritize and manage projects to ensure on-time delivery of creative output
- Work with outside vendors for cost estimates on projects, and the design and execution of print materials as necessary

- Write and distribute press releases using AP style guidelines
- Publish the Connection, a general interest publication that promotes Connors through articles on campus culture, alumni, faculty, and student achievements
- Strengthen the Connors identity by employing a consistent, coherent style for the logo type, university seal, spirit mark, and tag lines
- Ensure that all tools, software & support systems reflect current industry standards and present proposals when new tools are required
- Photograph events as needed
- Supervise student workers and utilize for photography, writing, social media or publication assignments

***The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or logical assignments to the position.***

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to read, analyze and interpret complex documents
- Ability to create and design graphic illustrations to aide in college and community relations activities
- Professional experience writing content for websites and social media platforms
- Demonstrated creativity in social media marketing
- Displays an in-depth knowledge of social media platforms and their respective participants
- Proficiency in Adobe Creative Suite, to include: Adobe InDesign, Photoshop and Illustrator; Microsoft Office software and Social Media platforms.
- Comfortable working in highly flexible environments
- Must be able to manage stress and perform professionally in a fast-paced environment
- Punctuality, reliability and flexibility are required
- Ability to successfully organize, prioritize and complete multiple projects concurrently, with extreme detail
- Must be a confident communicator
- Must possess exceptional organizational skills
- Demonstrated willingness and ability to act ethically and socially responsible
- Ability to respond effectively to the most sensitive inquiries and complaints
- Ability to write speeches and articles using original content

**EDUCATION/ EXPERIENCE REQUIRED:**

- Bachelor's degree from an accredited university required
- Master's degree and experience in higher education environment preferred
- Minimum of (2) years' experience in marketing, communication, public relations or like field
- Two (2) or more years of higher education experience or community relations experience preferred.

**SPECIAL REQUIREMENTS:**

- Requires work outside of the normal Monday through Friday business hours including weekends
- Outstanding organization and planning skills
- Creativity and innovation are key competencies critical for performing this job
- Marketing tactics change continuously and the person in this position must adapt to change and look for new innovative solutions with the latest technology

***Connors State College is an Affirmative Action/Equal Opportunity/E-Verify Employer.***

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_