

Edison State Community College invites qualified candidates to apply for the full-time position of Coordinator of Marketing & Communications Planner. The Coordinator of Marketing & Communications Planner is responsible for possessing a keen awareness of marketing and communications best practices. This individual will need to embody a strong, independent work ethic and maintain critical thinking of social media platforms built around an effective communication strategy. The Coordinator of Marketing will execute sound judgements through various marketing channels as they publicize and promote the awareness of the Edison State. Additionally, this position will hone consistent brand management practices, enhance enrollment priorities and maintain consistent institutional imagery, all used to build the mission, goals, values and strategic plan of Edison State.

To be considered candidates should include cover letter, resume, transcripts, and three professional references when completing their online application.

Edison State Community College is an EOE/AA Employer

Examples of Duties:

Functional Responsibilities:

- Manages marketing projects to include direct mail, print, signage, social media, radio, television, and online advertising.
- Researches, writes, schedules, pushes and manages content for Edison State's social media channels including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube. Monitors and contributes to conversation and use of social media through correspondence from various campus departments as necessary. Develops content under the direction of the Assistant Director of Marketing and Communications.
- Performs research, gains insight from both internal and external constituents, and creates well-written and relevant news releases on behalf of the College. Determines most appropriate way to distribute news effectively and feature stories to internal and external audiences while maintaining punctuality of the news release.
- Produces digital and print graphics for ads, marketing materials, and other outreach initiatives utilizing Adobe Creative Suite.
- Designs and updates digital signage artwork to support communication throughout campus on television monitors and exterior digital signage.
- Determines suitable locations, poses subjects, and captures photographs with appropriate publication value. Edits photography using Adobe Photoshop for proper use.
- Coordinates with external vendors the purchasing of applicable promotional materials.
- Implements updates and maintains pages on the College's website using its content management system.
- Maintains the Edison State Community College Athletics website, including, but not limited to roster, schedule, news, and biography pages.
- Contributes to planning and promoting special events and outreach activities.
- Able to produce and edit video content.
- Other duties as needed which benefit Edison State.

Qualifications:

Required Knowledge, Skills, and Personal Qualifications:

Strong critical thinking skills and ability to utilize independent judgment; writing skills appropriate for the development of marketing and advertising copy and news and feature stories; photography skills appropriate for the maintenance of social media channels; in-depth knowledge of print,

electronic, online, and photographic media production; knowledge of Adobe Creative Suite, specifically Photoshop, InDesign, and Illustrator; knowledgeable of appropriate social media language and uses.

Required Experience:

Minimum of 3 years of experience in marketing, institutional/corporate social media, copywriting, publication development, or other forms of advertising production.

Required Educational Background:

Associates degree in marketing, advertising/communications, journalism, or related field; Bachelor's degree preferred.

Supplemental Information:

Supervises following staff:

Student Workers on occasion.

Other:

Some evenings and weekends are required.