

JOB DESCRIPTION



Position Title: Digital Media Marketing Coordinator

Department: Marketing

Employment Category: Non-Exempt Staff

Primary Location: Sierra Vista Campus

FLSA Classification: Non-Exempt

Remote Work Eligible: No

Parameters: 40 Hours/Week; 12 Months/Year **Pay Grade:** NE07

Position Summary: The Digital Media Marketing Coordinator is responsible for coordinating and implementing the college's strategic internal and external digital media and marketing initiatives, including identifying marketing trends, coordinating marketing initiatives, and monitoring content across digital platforms to ensure consistency and compliance with brand standards.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Assists in identifying marketing trends and implementing an integrated marketing strategy; researches, composes, organizes and executes the delivery of marketing messages; oversees and coordinates advertising and publishing purchases, schedules messaging and production; monitors college content to ensure all messaging supports the college's strategic initiatives and adheres to brand standards

Develops, schedules, implements and evaluates creative, strategic and engaging multi-platform organic and paid search campaigns; develops strategies to increase the college's digital and social media presence, to include website, video, SEO and social media; monitors performance analytics to guide advertising buys and increase engagement across all digital platforms; create analytical reports, including Google Analytics; works with the Media & Communications Manager to monitor social media comments and questions.

Monitors incoming marketing requests and assists in project task management; leads consultations with college departments to conceptualize and develop strategic marketing plans; serves as a liaison between the Marketing office and outside vendors to execute marketing initiatives

Administers various internal and external marketing initiatives to include email, text messaging, mobile notifications, social media, digital and print campaigns; edits and writes copy for publication; ensures print and electronic content conforms to established graphic and editorial standards and reflect the college's brand attributes, messaging, mission and vision;

Utilizes exceptional writing and proofing skills with a knowledge of the Associated Press (AP) style to deliver accurate and effective messaging

Works with web administrator to ensure that all college websites effectively serve as a recruitment, marketing and information tool and promote the college mission and vision

Assists with event planning; represents the college at various internal/external events as assigned

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Assists with the department's production plan and budget; assists in the reconciliation of budget transactions for the assistant dean and other department staff as needed

Performs related duties as assigned

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:

Associate's degree in marketing, communications, business or related field from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education
Two years related experience

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:

- Knowledge of and ability to follow college policies and procedures affecting assigned work
- Knowledge of or ability to maintain organizational structure, workflow and operating procedures
- Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications
- Knowledge of web development and web-authoring applications, preferably WordPress
- Knowledge of laws, regulations and policies related to publishing documents
- Knowledge of standard concepts, practices and procedures related to the position, including use of AP style, punctuation and syntax, and photography
- Knowledge of communication and public relations principles, practices and techniques
- Knowledge of writing and editing principles, practices and techniques
- Knowledge of marketing and campaign trends, developments and new technologies
- Skill in online promotion and publishing processes, procedures and techniques, and an ability to adapt in a changing technological environment
- Skill in information research and evaluation
- Skill in creative, journalistic, and technical writing, editing and proofreading
- Skill in creating, composing and editing and proofreading written materials
- Skill in news and marketing value, and familiarity with media priorities and practices
- Ability to adapt in a changing technological environment
- Ability to work independently, prioritize, follow multiple projects and tasks through to completion, with close attention to detail while contributing to team environment
- Ability to relate to a diverse population in a professional and helpful manner, and to maintain composure when faced with difficult situations
- Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner
- Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes
- Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel, early morning, evening, and weekend work may be required.

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Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

Reports to: Assistant Dean of Marketing, Communications & Advancement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.