



Associate Director of Digital Communications (Social Media, Email, Website)

Department: Institutional Marketing & Comm.
FLSA Status: Exempt (Creative Professional)
Grade/Level: N/A
Work Schedule: M-F; 8:30 a.m. to 5:00 p.m.;
Evening and weekend work as required; 12 months.

Job Status: 1.0 FTE
Reports To: Chief Marketing & Comm Officer
Amount of Travel Required: 10%
Positions Supervised: None

POSITION SUMMARY:

Under administrative supervision, this role is responsible for planning and executing digital communication campaigns in support of marketing and communication initiatives to include social media, website and email platforms. Essential functions will be performed in close collaboration with other Institutional Marketing & Communications Division staff and/or outside vendors/experts.

ESSENTIAL FUNCTIONS (Duties and Responsibilities):

- Develops and coordinates the overall Austin College social media strategy and presence, including Facebook, LinkedIn, and Instagram, by creating content, scheduling posts, and monitoring traffic, and maintaining brand standards and compliance with the College's social media policy.
- Produces visual content for digital platforms, including capturing photography and video, creating and editing graphics, and/or video using Adobe creative software.
- Implements social media, web content, and email strategies and tactics with a high attention to detail for both design and data.
- Provides project management for same, which includes defining scope with stakeholders, confirming alignment with messaging priorities, developing concepts, creating artwork, evaluating metrics, and delivering/posting communications.
- Manages a social media and email content calendar and works with the Institutional Marketing and Communications team to curate content based on strategic goals and priorities.
- Tracks and reports performance metrics on campaigns using social media analytics platforms, google analytics, and/or using the performance and reporting tools built into various platforms.
- Tracks mentions of the College and identifies influencers/advocates while spotting trending topics and breaking news.
- Manages, updates, and/or confirms policies, standards, and guidelines for the digital presence of the College, to include social media, mass emails, and/or other digital communication platforms.
- Ensures content, policies, and standards are in alignment with the College's brand messaging priorities.

Other Job Function Statement(s)

- Performs other duties as assigned.

EXPERIENCE & EDUCATION

Minimum: Bachelor's degree from an accredited institution with an emphasis/coursework in communications, writing, marketing, design, or a related field.

Two years of professional experience in communications role such as social media manager, content-creator, or web content specialist that includes experience managing campaigns from concept to completion.

NOTE: Candidates must be prepared to submit a portfolio demonstrating their experience in creating purposeful and compelling digital campaigns in order to be considered for the position.

Desired: 4-6 years of full-time experience in communications with experience managing social media, writing web content, and executing other types of digital communications campaigns. Working knowledge of SEO tactics, CMS platforms such as Wordpress and FinalSite, and Social Media analytics tools. Experience with web design and/or work in a higher education environment is a plus. Ideal candidates will have an outgoing personality and a genuine enthusiasm for social media communications.

LICENSE or CERTIFICATION (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.) **N/A**

SKILLS (The *application of knowledge* by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

- demonstrate proficiencies in Microsoft Office Suite and Adobe Creative Suite including InDesign, Illustrator, and Photoshop;
- follow instructions and/or guidelines;
- organize daily work assignments and projects and document same;
- analyze and solve basic problems;
- demonstrate a detailed orientation to writing, artwork design, and production, with particular attention to grammar, spelling, and punctuation; and
- demonstrate a proficiency in copy editing, excellent verbal and written communication skills, proofreading, and strong attention to detail with an eye for layout.

ABILITIES (*Natural talents, developed proficiencies, and or other job-related requirements.* This section includes **observable behaviors or behaviors that produce observable** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

- Be able to work evenings and weekends as requested, particularly for event-based social media/photography assignments and to manage social media or other projects as needed after hours and on weekends.
- Work with internal clients and team members on production deadlines within project management software.
- Be an effective and productive communicator with strong organizational skills who can present creative concepts to varied audiences and work with a variety of on-campus clients and external vendors to produce creative materials.
- Work in collaboration with design, marketing, digital content, editorial and media staff, carrying through institutional identity campaign and emphasizing key initiatives. Must be adept in working independently as well as part of a team with a collaborative approach to problem solving.

- Organize, prioritize and complete multiple projects with varying due dates from concept to completion, in a fast-paced, deadline-driven environment.
- Keep current on evolving technology related to social media and digital communications.
- Monitor social media trends, learn about tools, and adapt quickly to stay relevant.
- Constructively seek and receive feedback to improve and or maintain performance.
- Effectively perform under pressure while maintaining a professional demeanor.
- Maintain confidentiality regarding sensitive matters.
- Make objective decisions in a timely and effective fashion.
- Model high standards of honesty, integrity, trust, and ethical behavior.
- Maintain regular and consistent attendance.

PHYSICAL REQUIREMENTS: The following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required.

WORK ENVIRONMENT: Typical office environment. May occasionally work in other locations on campus.

DISCLAIMER: The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. ***It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.*** Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

By signing this document, you acknowledge it has been reviewed with you by your supervisor, that you were given an opportunity to ask questions now and in the future, and that you understand and agree to fully meet job expectations.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Executive Signature: _____ Date: _____