

## POSITION DESCRIPTION

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**JOB TITLE:** DIGITAL MEDIA/WEBSITECOORDINATOR

**DEPARTMENT:** PUBLIC INFORMATION                      **DIVISION:** PUBLIC INFORMATION

**SALARY RANGE:** \$44,407 – 46,274 COMMENSURATE WITH EDUCATION AND EXPERIENCE                      **FLSA:** NON-EXEMPT

**IMMEDIATE SUPERVISOR:** DIRECTOR OF PUBLIC INFORMATION

**SCHEDULE DETAILS:** FULL-TIME/12 MONTH POSITION/PSRS                      **DATE OF LATEST REVIEW/REVISIONS:** July 23, 2024

### Position Summary

The primary responsibility of the digital media coordinator is to handle all digital media for the college. The digital media coordinator will analyze and maintain social media posts, digital signage, and college websites, making routine updates, to ensure best practices are met. The digital media coordinator will oversee all social media accounts and monitor content for brand consistency crafting an overall positive digital presence.

### Essential Job Duties

- Maintain a consistent brand voice across all digital media
- Collaborate with Public Information Office to develop and institute all digital marketing campaigns
- Analyze and review digital marketing campaigns to build strategies for future
- Facilitate departmental promotions including social media posts and videos
- Assist in writing copy for digital media campaigns
- Support SEO initiatives for Crowder web presence
- Expand social media outreach for recruitment and brand recognition
- Manage social media across platforms: including but not limited to Facebook, Instagram, Twitter, Snapchat, YouTube, TikTok, LinkedIn, Google My Business, Hulu, Spotify, and Pandora
- Monitor all social media referring to the College and interact when appropriate
- Advise peer social media account owners of best practices
- Maintain and update website
- Track website analytics for performance using analytics tools
- Review search engine optimization to enhance website visibility
- Assist Public Information in campus print shop

### Required Knowledge, Skills & Abilities

- Bachelor's Degree in a related field from an accredited college or university.
- Ability to communicate effectively and relate to a diverse student body, college staff, and other members of the college community.
- Ability to problem-solve

### Preferred Knowledge, Skills, & Abilities

- WordPress experience
- Digital media certification or previous work experience
- Experience with digital media for business
- Basic photography/photo-editing skills

### Information Technology Abilities

- Ability to operate a personal computer using the Windows environment.
- Ability to operate a personal computer within the Crowder College Network environment using the currently available Microsoft Office 365
- Ability to edit and modify videos and photos will be required.
- Ability to use other computer programs as needed

## **Positions Supervised**

- None

## **Working Environment:**

- Work is performed primarily in a standard office setting and may involve frequent interruptions and distractions.
- May require extended periods of time viewing computer monitor or standing.
- Will involve time out of office on location to produce marketing photos and footage.
- May encounter occasional exposure to inclement weather during travel.
- Normal college working hours but adjustment of hours involving evening and/or weekend work is required from time to time.
- Travel for professional development and services to students, at all Crowder locations, is expected.
- A neat appearance and appropriate business apparel are required.
- The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Physical:**

- Generally sedentary work involving sitting most of the time but will involve outdoor mobility within the campus and various sites (even in inclement weather) engaging in physical activities such as walking (sometimes long distances) when helping with student activities.
- Input, access and distribute information using computers.
- While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; stoop, kneel, or crouch; and talk or hear. Specific vision abilities required by this job include close vision.
- The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Creative and Analytical Skills**

- Interviewing and observation skills that identify problems with a proven ability to devise and implement appropriate remediation
- High degree of collaborative, mentoring/coaching skills, strategic thinking, crisis management coordination, and an understanding of student emotional health issues.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to devise or modify methods or processes to solve specific problems.

## **Language/Communication Skills**

- Ability to communicate effectively both orally and in writing. Excellent interpersonal skills with a proven ability to relate to students, faculty, staff, administrators and the community.
- Ability to read, write, speak and understand English.
- Effective telephone communication skills, including the ability to provide information verbally and with a friendly demeanor.

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