Northwest State Community College

POSITION ANNOUNCEMENT

Coordinator of External Marketing and Communications

The Coordinator of Marketing and Communications is responsible for, developing and implementing the College's marketing, advertising and communications programs and community relations efforts to ensure awareness and build support for the College.

SKILLS AND QUALIFICATIONS

Education and Experience: A bachelor's degree is required. Must have experience and demonstrated creative skills for marketing, promotion, publications, web based promotion, social media, and event planning.

Necessary Knowledge, Skills, and Abilities: Must be well organized with excellent interpersonal, written and oral communication skills. Computer knowledge and skills are required including but not limited to web content management, Publisher and Adobe Creative Suite. Innovative and entrepreneurial thinking with the ability to bring creativity, enthusiasm and organization into the workplace. Self-starter with the ability to work with diverse groups of people to accomplish common goals with minimal supervision.

A complete job description is attached.

Interested candidates should submit letter of interest and updated resume in Word or PDF format. All such information should be submitted to careers@northweststate.edu using "Coordinator of External Marketing and Communications" as the subject line.

For a complete listing of current Employment Opportunities, visit www.northweststate.edu and click on "Community" then "Employment Opportunities."

Office of Human Resources
Northwest State Community College
22600 State Route 34
Archbold, OH 43502
EOE M/F/D/V

Northwest State Community College is an Equal Opportunity Employer and educator that does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, religion, age, disability or military status in employment or the provision of services.

In accordance with the Americans with Disabilities Act, it is the policy of Northwest State Community College to provide reasonable accommodations to persons with disabilities. When contacted for an interview, an applicant who requires special accommodations due to a disability should notify the Human Resources office at the time he/she is contacted so that proper arrangements can be made for the interview.

Re-posted: 6/25/15 – 7/9/15

POSITION TITLE: Coordinator of External Marketing and Communications
DEPARTMENT: Institutional Advancement
APPOINTING AUTHORITY: Vice President for Institutional Advancement
SUPERVISOR: Vice President for Institutional Advancement
GRADE LEVEL: Grade IV: Exempt

Normal Weekly Hours: Typical start time 8:00 a.m., end time 4:30 p.m. Hours may vary based on College needs, including some weekends and evenings.

GENERAL PURPOSE

The Coordinator of Marketing and Communications is responsible for, developing and implementing the College's marketing, advertising and communications programs and community relations efforts to ensure awareness and build support for the College.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Plan, coordinate, and implement marketing, advertising and public relations programs to support recruitment and image for the goals and mission of the College.
2. Coordinate and maintain external communications, including news/media relations, print/electronic publications, web site, and social media initiatives.
3. Work in partnership with Coordinator of Internal Marketing and Development to support a shared message both internally and externally to aid student recruitment and retention.
4. Work with the Director of Admissions in the development and implementation of materials and messaging to promote recruitment and meet institutional goals.
5. Oversee website content in partnership with IT and contracted vendors.
6. Arrange interviews for print and broadcast media, college publications, web applications, social media and special events.
7. Develop correspondence, media messages, articles, press releases, presentations, and other efforts to support the College's outreach efforts.
8. Assist with speeches and presentations where needed.
9. Plan and coordinate relevant activities for special College promotional events.
10. Assist the coordinator of Internal Marketing with marketing support for the NSCC Foundation and NSCC alumni relations.
11. Coordinate photography needs of the College to be used in promotion and advertising.
12. Develop and manage a marketing and communications budget.
13. Serve as an official spokesperson and liaison with media outlets as needed.
14. Participate on various campus wide committees as needed.
15. Other duties as assigned.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience: A bachelor's degree is required. Must have experience and demonstrated creative skills for marketing, promotion, publications, web based promotion, social media, and event planning.

Necessary Knowledge, Skills, and Abilities: Must be well organized with excellent interpersonal, written and oral communication skills. Computer knowledge and skills are required including but not limited to web content management, Publisher and Adobe Creative Suite. Innovative and entrepreneurial thinking with the ability to bring creativity, enthusiasm and organization into the workplace. Self-starter with the ability to work with diverse groups of people to accomplish common goals with minimal supervision.

SUPERVISION RECEIVED

Position reports to the Vice President for Institutional Advancement

SUPERVISION EXERCISED

Supervises student workers and volunteers

RESPONSIBILITY FOR PUBLIC CONTACT

Extensive contact with the public

LICENSING AND REGULATION

Valid driver's license and dependable vehicle for travel

TOOLS AND EQUIPMENT USED

Personal computer, copier, fax and other office equipment. Photography, video and recording equipment.

PHYSICAL DEMANDS

The physical demands described here 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.

While performing the duties of this job, the employee is frequently required to sit, talk, and hear. The employee is occasionally required to walk; use hands and fingers to feel, handle or operate objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to [30] pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work is performed primarily in a face paced office setting. The noise level in the work environment is moderate.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.