

MURRAY STATE COLLEGE

Ardmore – Tishomingo

Job Description

DIGITAL MARKETING COORDINATOR

General Description/Primary Purpose

The Digital Marketing Coordinator plays a key role in developing and maintaining a dynamic social media presence on the various platforms, by discovering the many stories at Murray State College and exploring how to share those stories through digital outlets.

Development and management of the college's social media initiatives to build the best representation of Murray State College at events and in digital marketing efforts. Responsible for the overall digital experience of the college by promoting the college on social media platforms and the MSC website.

Department: Communications

Classification: Full-Time, Exempt Staff

Salary: Salary commensurate with qualifications, education, and experience. Full fringe benefits are included as part of the salary package.

Appointment: 12-Month Appointment

Location: Murray State College Campus in Tishomingo, Oklahoma (some work may require travel to the MSC Ardmore campus.)

Description of Duties and Tasks:

Lead strategy development, planning, content creation, implementation and assessment for all Murray State College's official, college-level social media accounts and other online locations.

Serve as a leader and advisor to campus colleagues who are responsible for maintaining the various social media accounts for Murray State College programs and organizations. Offer support, guidance and direction as needed to social media accounts for all of the programs and organizations.

Assist in the maintenance and promotion of the MSC website.

Essential Job Functions

- Develop and maintain a dynamic social media presence on various platforms.
- Ability to tell Murray State College's story in social media and other digital marketing outlets.
- Seek out and utilize contemporary research on social media best practices, strategies and trends. Adapt information and strategies to constantly improve the social presence of Murray State College.
- Collaborate with members of the Communications team to implement long-term management of digital marketing plans.
- Explore new ways of promoting Murray State College and its programs.

- Become fully acquainted with all aspects of Murray State College offerings including, by not limited to, academic programs, campus life, admission and financial aid, and developmental education and student success programs, etc.
- Attend all Murray State College events, as needed.
- Develop and maintain various social media campaigns utilizing schedule and analytic management tools, such as Hootsuite.
- Serve as the official college photographer, schedule and fulfill campus photography requests with the assistance of Murray State College's Marketing Coordinator.
- Initiate and develop TV and radio advertisements that promote Murray State College and its programs and organizations.
- Provide visual materials to the Marketing Coordinator for the college website, as needed.
- Assist with the maintenance of external pages which tell the MSC story (OSRHE site, Chambers of Commerce, etc.)
- Before or upon employment the successful candidate must complete mandatory NIMS (National Incident Management System) General Role Training Modules, IS-100.C, and IS-700.B, through the Department of Homeland Security as directed by the MSC administrative staff and campus police. Please log on to the FEMA website at: <http://www.fema.gov/training-0#item1> to complete your training online. Once completed, you need to provide a copy of your certificate to the Office of Human Resources. If you would like, you can scan a copy and email it to humanresources@mscok.edu.
- To meet objectives of virtual work-related situations and/or extended periods when working from home, all faculty and staff must have access to 24/7 reliable off-campus Internet.
- All other duties as assigned.

Required Knowledge, Skills and Abilities

Individual must possess the knowledge, skills and abilities listed below; or be able to explain and demonstrate performance of the essential job function, with or without reasonable accommodation, by using some other combination of skills and abilities. Excellent written and verbal communication skills are required.

- Ability to work independently on self-directed projects, prioritize responsibilities and handle multiple deadlines.
- Respond to social media, as needed, during off hours.
- Ability to work quickly to engage and respond to issues, including disseminating university statements and responding to inquiries.
- Proficient in social media content creation, scheduling and analytics.
- Photography experience.

Preferred Knowledge, Skills and Abilities

- High level of both creative and critical thinking.
- Highly organized and detail-oriented.
- Videography experience.
- Understanding of higher education system.
- Demonstrate experience in project workflow from start to finish.
- Experience and proficiency in video content creation, production and video storytelling.
- Experience in developing and executing successful social media campaigns.
- Experience in developing long-term social media strategy plans.
- Demonstrate experience of, or willingness in, working effectively in a culturally diverse workplace and/or service clientele from a variety of racial and cultural backgrounds.

Other Ergonomic Requirements

While performing duties of the job, employee is regularly required to talk and hear. The employee is required to stand, walk and sit frequently. The employee is occasionally required to reach with hands and arms; climb or balance; and stoop, kneel, crouch or crawl.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close, distance, color and peripheral vision, depth perception, and the ability to adjust focus.

All individuals are required to meet these requirements or perform these movements without a significant risk of injury to themselves or others, or to otherwise demonstrate or explain how they can perform the essential job functions.

Hours

Generally, weekly (Monday – Thursday) hours will be 8 a.m. to 6 p.m. Friday hours are 8 a.m. to noon. However, when social media requirements warrant, nights and weekends will be necessary. Other professional activities can be scheduled in accordance with college policy and in cooperation with the supervisor.

Qualification Standards:

Minimum Education and Experience:

- Bachelor's degree in communications, marketing or related field.
- 2 years of experience in social media, communication or marketing role.
- 3-5 years of experience in developing social media marketing plans and projects.
- A portfolio of social media content and campaign examples.
- Knowledge of AP writing style
- Knowledge of Adobe Creative Suite.
- Basic understand of higher education system.
- Excellent writing, grammar and punctuation skills.

Preferred Education and Experience:

- Master's degree in communications, marketing or related field.
- 3 years of managing a higher education brand on social media.

Image: Murray State College employees are expected to maintain a neat, well-groomed, and professional image at all times while performing their responsibilities.

Professionalism: Members of the Murray State College staff are expected to show professional competence, integrity, and enthusiasm in the performance of all responsibilities.

Background Check: The successful candidate must give permission to have a formal background check conducted and employment is contingent upon the results of the national criminal and sex offender background check.

Application Process:

Applicants must submit the following:

1. Letter of application
2. Resume
3. Three letters of recommendation or college placement file with at least three recommendations
4. Unofficial college transcripts (for both undergraduate and graduate course work.) (NOTE: Official transcript(s) required upon employment.)
5. Murray State College employment application
6. Social media portfolio

Mail or deliver application to:

Human Resources Office

Murray State College

One Murray Campus, ADM 104

Tishomingo, Oklahoma 73460

Telephone Number: 580-387-7131

humanresources@mscok.edu

Application Deadline: Review of applications will begin immediately and continue until filled.

MSC participates in E-Verify.

MURRAY STATE COLLEGE IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

Murray State College, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other Federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, or status as a veteran in any of its policies, practices, or procedures. This includes but is not limited to admissions, employment, student financial aid, and education services.