



**Job Description:** Marketing and Digital Media Coordinator

**Exempt:** No

**Safety Sensitive:** No

**Department:** Communications & Institutional Advancement

**Reports To:** Vice Chancellor for Institutional Advancement

**Location:** Vada Sheid Community Development Center

### **GENERAL DESCRIPTION OF POSITION**

Responsibilities include general office activities related to marketing and public relations and graphic design work for ASUMH and the Vada Sheid Community Development Center. Minimum requirements include a high school diploma, one year of related education and/or technical training, and three years of related experience. Preferred individual will have proven abilities in Microsoft Office, social media management, and graphic design using relevant software, including Adobe InDesign and PhotoShop. Duties include updates to websites, photography and photo editing, videography and video editing, social media site management, designing brochures, postcards, flyers, invitations, forms, posters, newsletters and logos, and occasional service at special events. Ideal candidates will have excellent IT skills, especially with design and photo-editing software; exceptional creativity and innovation; excellent time management and organizational skills; accuracy and attention to detail; an understanding of the latest trends and their role within an educational environment; and a professional approach to time and deadlines. Excellent communication skills and use of grammar a must. This position will ultimately become responsible for content updates to the ASUMH website for all areas.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Perform frequent tasks involving the following software programs: Adobe Creative Suite's Photoshop, Microsoft Office (Excel, Publisher, Word, PowerPoint), InDesign, and Movie Maker. This duty is performed daily, about 30% of the time.

2. Take photos, edit digital photos, write cutlines and send photos to local print media with press releases. This duty is performed daily, about 20% of the time.
3. Assist in updating website content for ASUMH. Performance of routine web updates for ASUMH.EDU and TheSheid.com websites. Includes creation of images, some light HTML coding, and document sizing and uploads. Management of the ASUMH website content for all departments on campus (writing and editing skills important, content Management Software experience preferred, working with a committee to submit an RFP for a new ASUMH website, and working with a committee to develop a new ASUMH website. This duty is performed daily, about 15% of the time.
4. Serve as co-social media contact and manager for the ASUMH campus, and the Vada Sheid Community Development Center. Perform general maintenance, generate followers, encourage group interaction, and perform marketing for the University through posts, updates, contests. This duty is performed daily, about 20% of the time.
5. Proofread ads and various printed publications. This duty is performed daily, about 5% of the time.
6. Special events work. This duty is performed weekly, about 5% of the time.
7. Volunteer program coordination. This duty is performed monthly, about 5% of the time.
8. May assist on student recruiting efforts needed.
9. Perform any other related duties as required or assigned.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

## **EDUCATION AND EXPERIENCE**

Associate's Degree or Bachelor's Degree in Graphic Design or Digital Design preferred, plus 2 years related experience and/or training, or equivalent combination of education and experience.