

TITLE: Coordinator, Marketing & Social Media

CLASSIFICATION: Classified

SALARY GRADE: C12

SCOPE OF POSITION:

Under general direction, provides analysis, strategy, and implementation of social media, digital, and video marketing. Ensures digital marketing and social media campaigns support the marketing and promotional goals of the District. Oversees the daily social media, digital, and video marketing for the District. Leads website homepage content, photo, and video creation efforts for the District's social media and website.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Creates implements, analyzes, adapts, and revises the social media marketing strategy for the District. Assists in the development, implementation, and revision of the strategic digital marketing plans and brand standards.
2. Implements and maintains the District's social media accounts. Adjusts social media campaigns and daily posts for the District's social media outlets. Takes photos and videos and performs basic editing for use in the District's social media accounts. Collaborates with graphic designers and video editors to create concepts for photo campaigns and video projects.
3. Responds to comments and messages sent to the District's official accounts and directs the public to the appropriate departments or services.
4. Monitors the social media accounts of the District for potential crises, collaborating with the appropriate District departments. Supports the Public Information Officers (PIO) during emergencies and natural disasters by providing social media expertise regarding updates and communication strategies for ongoing situations.
5. Creates implements, oversees, and analyzes paid social media and digital advertising campaigns for enrollment, events, and other program outreach needs. Recommends budget distribution for the paid social media and digital ads.
6. Coordinates content creation, including copy, photography, and video for the homepage of the District website. Creates and proposes new digital marketing concepts supporting search engine optimization.
7. Creates, directs, and produces video content for the District's website, social media, paid social advertising, and major events. Coordinates and collaborates with Media Services for live broadcasts of major events.
8. Advises and assists departments and programs with social media marketing plans according to District guidelines. Approves and establishes social media accounts for departments and programs, trains department and program social media administrators, and provides troubleshooting or account recovery.
9. May supervise student employees and direct the work short-term, non-continuing (STNC) employees.

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KNOWLEDGE OF:

1. Best practices and trends in social and traditional media and marketing.
2. Principles of public communications.
3. Proper English usage, spelling, punctuation, and vocabulary.
4. Social media platforms, video, and web editing techniques.
5. Basic web accessibility tools and document remediation.
6. Relevant local, state, and federal rules and regulations, programs, policies and procedures.
7. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Incorporate communication and marketing trends into District campaigns.
2. Understand production processes for photo, video, broadcast, and other promotional materials.
3. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
4. Communicate effectively, both orally and in writing.
5. Exercise appropriate judgement in interactions with others and with work processes.
6. Interact with the public in a helpful, courteous, and professional manner.
7. Demonstrate sensitivity to, and respect for, a diverse population.

QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in communication studies, marketing, journalism, or a closely related field of study required.

EXPERIENCE:

3+ years of experience in social media marketing, communications, public relations, or a closely related area required.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).