



## **Coordinator of Social Media and Marketing**

Franklin College is accepting applications for the role of Coordinator of Social Media and Marketing. This position manages the social media strategy for the college, develops content for posts, and evaluates performance metrics for each platform. This role also attends campus activities and events to provide photography and video coverage for the college and supervises TikTok interns. This is a full-time position reporting to the Director of Marketing.

### **RESPONSIBILITIES**

- Plan, develop and produce high-quality content for social media, including photo/video, captions and hashtags, with the intention of increasing followers and engagement.
- Foster positive interaction with followers by responding to comments, creating polls, giveaways and calls-to-action.
- Evaluate trends and emerging platforms to ensure focused, relevant content. Utilize social media channels to establish new outreach opportunities.
- Research social media posts and trends in the higher education space. Determine ways to creatively incorporate college trends into Franklin College accounts.
- Attend major campus activities and events to provide coverage for social media.
- Meet periodically with campus social media managers to discuss best practices and offer guidance for increasing platform performance.
- Coordinate with the Office of Communications to post relevant news and press releases to social media platforms in a timely manner.
- Develop relationships with businesses and organizations within the Franklin community. Use those partnerships to develop opportunities for interaction and contests/giveaways.
- Maintain the social media Trello calendar.
- Hire, train and supervise TikTok interns. Provide timely feedback on content.
- Other duties as assigned.

### **QUALIFICATIONS**

- Bachelor's degree in journalism, communications, public relations, graphic design, marketing or a related field
- 1-2 years of experience with professional social media account management
- 1-2 years of experience with photography/video production and editing
- Proficiency with Instagram, Facebook, Twitter, TikTok, LinkedIn and YouTube
- Experience with Adobe Creative Suite (Photoshop, Lightroom/Bridge, Premiere Pro, Acrobat, InDesign), Microsoft Word, Excel and Outlook preferred
- Outstanding communication and interpersonal skills; ability to work with diverse team
- Excellent attention to detail, organization, writing, critical thinking and collaboration skills
- Ability to handle multiple projects simultaneously, meet deadlines, effectively manage priorities and communicate progress
- Self-motivated; able to work independently

### **WORK ENVIRONMENT**

This position functions in a professional office environment, with extended periods of seated work utilizing a computer. Flexible work hours offered; some evening and weekend hours required.



## **APPLICATION PROCESS**

Review of applications will begin immediately and continue until the position is filled. Qualified candidates should submit electronically (MS Word or PDF) a cover letter, resume, and contact information for three professional references via the application link [Franklin College Staff Application](#).

Contact Human Resources with additional questions.

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