

PANOLA COLLEGE  
JOB DESCRIPTION

JOB TITLE:	Communications/Social Media Coordinator	FLSA status:	Exempt
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DEPARTMENT:	Institutional Advancement	REPORTS TO:	Director of Institutional Advancement
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**Position summary:** This position will oversee the content throughout all Panola College social media sites. This position will also create and disseminate through the website, social media, and other outlets digital marketing assets (video, graphics, images) that will enhance the brand and message of Panola College. This position will also assist with event photography, press releases, email campaigns and other communication efforts to promote engagement with and enrollment at Panola College.

**Position responsibilities:**

- Coordinates day-to-day duties, including creating and updating content for Panola College social media accounts, curating the editorial calendar, drafting social copy, capturing photos and videos, and planning and implementing campaigns across various online platforms.
- Implements, designs, and manages social media strategy, including handling customer service, monitoring and engaging social conversations/events around the Panola College brand.
- Stays abreast of the College's events that may be conducive for press releases/social media and attends campus events as needed to produce digital content.
- Serves as media contact for College events and other storytelling opportunities by photographing event, coordinating interviews, and writing press releases.
- Film, shoot, and edit a variety of video and graphic assets to be used in campaigns, social media, and other digital marketing.
- Assist with the creation and execution of email marketing communication and campaigns.
- Creates strategic plans for social media programs and monthly posting content calendars.
- Works with faculty and staff to promote all College events and to ensure there is collaboration across all media channels.
- Monitors any mention of Panola College online; track alerts and monitors social media sites.
- Create a full analysis of various metrics measuring how social media is performing on a monthly/quarterly/annual basis.
- Assist with paid search, content management, and Search Engine Optimization (SEO).
- Research new digital/social media trends, tools, methods, and platforms.
- Assists College faculty, staff and student groups with establishing a social media presence, and ensure that the College's brand is maintained and promotional opportunities are optimized.
- Performs miscellaneous job-related duties as assigned.

**Minimum Position Requirements:**

- Associate's degree required; Bachelor's degree in related field preferred.
- 1 to 3 years' experience directly related to the duties and responsibilities specified preferred.

**Knowledge, Skills, and Abilities Required:**

- Experience in working with Adobe Creative Suite, Canva, Microsoft Office programs and social media platforms.
- Confident with being on camera promoting the institution through social media.
- Requires excellent interviewing, writing, editing, fact checking, and proofreading skills.
- Demonstrate experience in producing video and graphic content appropriate for social media platforms and digital marketing.
- Strong understanding of digital marketing/social media trends, best practices and legal guidelines.
- Strong knowledge and experience providing excellent customer service.
- Attention to detail and strong organizational skills.
- Ability to prioritize, organize, and complete multiple tasks, within stated deadlines.
- Demonstrate oral and written communication skills in order to interact and work with individuals from diverse backgrounds.
- Ability to work evenings and/or weekends as needed.

**Physical Demands and Work Environment:**

- Work is normally performed in a typical interior/office work environment.
- Variance from regular working hours may be necessary to fulfill the responsibilities of the position, may require nights and weekends.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.