Coordinator of Social Media and Marketing

Franklin College seeks a Coordinator of Social Media and Marketing for the Office of Marketing. This is a full-time, salaried 12-month position reporting to the Director of Marketing. This position will manage strategy and posts for the college. The role is “on the pulse” of social media and trends for 12-22 year olds, wielding social media to fulfill enrollment. Located approximately 30 minutes from culturally rich downtown Indianapolis, Franklin College is a private, four-year liberal arts and sciences college.

RESPONSIBILITIES

- Develop and execute a social media strategy for the college, writing-creating daily feeds and developing reporting methods to gauge success, engaging with followers and responding to comments. Platforms include Twitter, Facebook, Instagram, YouTube, LinkedIn, and Snapchat. Other emerging platforms may be required.
- Coordinate and post critical communications from president and the office of communications as directed
- Develop, maintain and daily enforce a social media policy across all campus-related accounts. Accordingly, train campus social media constituents in best practices and the college brand as it relates to social media.
- Coordinate social listening and report social media incidents
- Develop, facilitate and track digital marketing campaigns as directed across social media platforms
- Manage campus digital assets (photo/video) and coordinate freelance photographers/videographers including creative direction of photo shoots, project management and paying associated costs. Manage a team of student influencers to learn how the brand and social media resonate with them and to utilize them for takeovers.
- Coordinate and manage student photography purposed for institutional marketing and communications
- Provide on-brand photo imagery to campus departments and publications including the alumni magazine
- Research trends in social media, higher education, and prospective student base
- Develop new outreach opportunities across digital channels with an emphasis on social media
- Assist with basic website editing and updates
- Take photos and video as needed for social media
- Create branded graphics for social media and the website as needed
- Attend major campus activities and events to facilitate social media posts.
- Note that this role regularly attends events that may occur after hours (evenings and weekends). The role may have to respond to social media comments after hours in special cases.
- Assist academic departments with graphics or content for departmental social media accounts
- Assist in marketing activities such as processing invoices and writing/proofing
- Other duties as needed or assigned

QUALIFICATIONS
• Bachelor’s degree in graphic design, journalism, public relations, marketing or similar field
• 1-3 years’ experience with professional social media account(s)
• Excellent verbal, written and interpersonal skills
• Proficiency with Facebook, Twitter, Instagram, SnapChat, HootSuite
• Adobe Creative Suite needed including photo editing in Photoshop and video editing in Premiere
• Ability to adapt to quickly changing environments and self-starter who is comfortable working with people
• Excellent organizational and multitasking skills
• Understanding or social media campaigns including paid ads and respective platform analytics.
• Detailed oriented, flexibility, creative and the desire to learn are core strengths.

APPLICATION PROCESS

Excellent benefits package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for employees and their family. 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.

Franklin College
101 Branigin Boulevard
Franklin, IN 46131
humanresources@FranklinCollege.edu
www.FranklinCollege.edu

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College’s policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participating in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.