



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

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

### **RESPONSIBILITIES**

- Plan, develop and execute social media strategy for the college; engage with followers, respond to comments, and report platform performance metrics for Instagram, Facebook, Twitter, LinkedIn, YouTube and TikTok;
- Evaluate trends and emerging platforms to ensure focused, relevant content; utilize social media channels to establish new outreach opportunities;
- Meet with campus social media account managers to discuss best practices and college branding
- Attend major campus activities and events to provide photo/video coverage;
- Deliver polished, final photography and video assets for use on website, social media, print materials, advertising and the alumni magazine;
- Work closely with freelance photographers and videographers; coordinate shot lists, supply event schedules, manage projects and offer creative direction;
- Manage digital photo and video assets. Share with campus departments as requested;
- Develop proposals for digital advertising campaigns; facilitate projects, track and report on results
- Assist in hiring, training and supervising marketing interns;
- Coordinate with the office of communications to post relevant campus news and press releases to social media platforms;
- Other duties as assigned.

### **QUALIFICATIONS**

- Bachelor's degree in journalism, communications, public relations, graphic design, marketing or a related field;
- 1-2 years 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**

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  
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Franklin, IN 46131  
[humanresources@FranklinCollege.edu](mailto:humanresources@FranklinCollege.edu)

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