

POSITION DESCRIPTION

POSITION TITLE: Graphics & Communications Specialist

Organizational Unit:	Reports To:	Revision Date:
Administrative	Director of Marketing	January 10, 2024

I. Narrative General Description

The Graphics and Communications Specialist is a twelve month position and shall be responsible to the Director of Marketing for creative design and layout of college graphics, publications and/or written materials for all projects assigned. This individual is responsible for the Social Media marketing/recruiting/retention campaign for the College which includes but is not limited to creating relevant content and strategy, develop brand awareness, generate inbound traffic, cultivate and responding to comments, blogging, community participation and leadership.

II. Functional Responsibilities

- A. Collaborate and collectively work together with other individuals in the Marketing Department to enhance and promote the goals and objectives of the Marketing Department including but not limited to social media, digital network, media productions, designing of print literature, writing and composing of articles/scripts, etc. often focusing on the programs/happenings of the Institution.
- B. Assist in the design, layout, and placement of print and manipulation of photo files for college materials. This would often include, but is not limited to: publications, flyers, brochures, newsletters, special event tickets, notepads, name tags, stationary, newspaper advertisements, postcards, billboards, special interest stories etc. for the main and technical campuses.
- C. Create, design, and produce assigned college materials that help make a strong first impression.
- D. Write feature articles regarding programs, happenings, promotion of student accomplishments and/or special interest stories.
- E. Originates design concept and layout for assigned program brochures including photo selection, digital manipulation, font usage, all adhering to the college brand standards.
- F. Generates updates and changes as needed and prepares electronic files for outside printing.
- G. Formats and designs all assigned projects such as full size posters, fliers, t-shirts and promotional items.

- H. Collect and maintain information on all campus activities, programs and events to be used in college publications, promotions, on the web, and on social media sites.
- I. Designs assigned print ads for newspaper, event programs, maps, tickets, applications, forms and multiple other publications and products.
- J. Assist with the development, set-up, activation, tear down of college sponsored activities, student and community events, student recruitment and retention activities.
- K. Continuously generate or draft engaging, compelling and dynamic content for external communication, blogs, and social networking platforms that builds and sustains meaningful connections and encourages viewers to become involved with CCC.
- L. Develop and execute in collaboration with the Director of Marketing a social media campaign and manage the strategies to increase visibility membership and traffic to our website and social media platforms.
- M. Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media at our institution.
- N. Contribute to and regularly update external social sites: such as Facebook, Twitter, YouTube, Instagram, Tik Tok, LinkedIn, etc.
- O. Assists in photography needs of the department, including, headshots, media day shots, game day, etc.
- P. Respond to stakeholder's inquiries and comments on established channels.
- Q. Listen to and monitor all social media outlets: pages, sites and blogs on a daily basis and post/respond on particular topics in response to other post/comments.
- R. Use alert, search and other tools to monitor for mentions of CCC. Report notable threats or concerns to appropriate management.
- S. In collaboration with the Director of Marketing assist with the training of College employees and students on the effective and ethical use of electronic and social marketing related functions and sites while assisting in creating a comprehensive social media strategy to increase visibility for each program.
- T. Supervise intern students involved in social media in helping to keep sites robust and customer (student/alumni) friendly.
- U. Use creative means to plan, organize and implement a range of social media programs and/or events such as build relationships with alumni and get them to share their stories thereby increasing enrollment or connect current students to prospective students or share stories on Facebook and engage in fan support.
- V. Serve as an administrator on all social networking pages related to the College and help manage social networking sites including CCC and Redd.
- W. Assist in the processing of purchase orders and purchases for the department.
- X. Meet attendance expectations as required for the position, which may include, a willingness to work unusual hours including evenings and weekends as needed.
- Y. Attend various college events as directed.
- Z. Serve on college committees as assigned.
- AA. Perform other duties as assigned.

III. Departmental Responsibilities

- A. Willingness to stay up to date on all computer software and skills in the area of digital media, graphics and design.
- B. Consistently apply approved brand standards to all materials and products produced.
- C. Provide support for program development by gathering content relevant to target audiences.
- D. Assist with the quality control of all information/products dispersed by the department including proofreading to produce accurate and high quality work.
- E. Recruits quality students for the Marketing & Social Media program and make personal contacts with students in order to meet the recruiting expectations for the program.
- F. Coordinate scholarship paperwork and oversee the completion of financial aid paperwork, admission criteria for students recruited to the program.
- G. Assume an active interest in the advising and retention of students recruited to the program.
- H. Supervise scholarship students involved within the department.
- I. Maintain a professional and educational work environment for students in the program.
- J. Enthusiastic willingness to be cross-trained and accept assignments in all areas of the Marketing Department including photography and video shooting.

IV. Supervises the following staff:

- A. Work Study students
- B. Scholarship Students

V. Required knowledge, skills, and personal qualifications.

- A. Excellent communication skills both oral and written.
- B. Demonstrates the ability to prioritize work, operate independently and work efficiently despite many competing demands “Goes the extra mile” willing to step in and help out whenever needed to ensure the quality of all projects in the Marketing Department.
- C. Must be passionate and articulate with the ability to analyze the implications of online communications and messages.
- D. Must have a cutting edge interest in social media and be abreast with the fast changing nature of social media and ensuring that new opportunities for engaging with clientele are realized.
- E. Ability to establish an effective working relationship and rapport with staff, faculty, students and public.
- F. Within six months of the date of hire, required to maintain a physical place of residence within the CCC service area throughout their employment.
- G. Ability to work in a team environment working together to accomplish goals, promote college image and provide excellent customer service.

- H. Effectively performs assigned projects to meet desired objectives and deadlines while responding and adapting to a complex work environment.
- I. Ability to stimulate motivation, confidence and enthusiasm in students.
- J. Ability to recruit students and a knowledge and understanding of student retention.
- K. Proven creative skills in graphics and print lay-out.
- L. Desire for self-improvement specifically concentrating on updating computer software, and publication lay-out skills, etc.
- M. Proficient in Microsoft office and Adobe programs and an understanding of computer production and design.

VI. Required Experience

- A. Experience in graphic lay-out and/or professional publications.
- B. Experience in meeting deadlines, working under pressure and working with a diverse group of individuals.
- C. Experience with social media outlets.

VII. Required Educational Background

Associates Degree is required. Bachelors' or Master's Degree is preferred.
Graphic Design, Communications, Marketing, or related fields highly desirable.

EQUAL OPPORTUNITY EMPLOYMENT AND NONDISCRIMINATION The College shall be an equal opportunity employer and shall not discriminate in its employment practices and policies with respect to compensation, terms, conditions, or privileges of employment because of such individual's race, color, religion, sex, age, disability, or national origin. Applicants requiring reasonable accommodation to the application and/or interview process should notify the Human Resources Department.