



Job Description

Job Title: Social Media and Marketing Coordinator

JTC: CBX

Salary Range: N04

FLSA: Non-Exempt

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

POSITION SUMMARY

Responsible for planning, coordinating, scheduling, managing and providing excellent customer service on DCCCD's social media and blogs. Participates in the overall marketing of the DCCCD brand thru social media.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Strong understanding of social media trends, platforms and best practices. Familiarity with online marketing strategies and marketing channels. Knowledge of emerging social media and content marketing trends and best practices. Ability to gasp future trends in digital technologies and act proactively.

Demonstrate strong familiarity with the business applications of social media platforms. Able to develop innovative and creative media content across social media platforms. Ability to think creatively, and identify and resolve problems.

Demonstrated oral and written communication skills in order to interact and work with individuals from diverse backgrounds. Able to work with management and marketing to create compelling content and campaigns.

Understanding of social media metrics to interpret the results and take action to increase effectiveness of social media campaigns. Ability to utilize computer technology to access data, maintain records, generate reports, and communicate with others.

Excellent analytical, organizational, project management and time management skills. Strong knowledge and experience providing effective customer service.

PHYSICAL REQUIREMENTS

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities. Occasionally may be required to lift and carry materials weighing up to 20 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Bachelor's degree plus three (3) years of experience in marketing, including at least one year of experience in social media or an Associate's degree plus five (5) years of experience in marketing,



including at least one year of experience in social media. *** Will be subject to a criminal background check. May be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Coordinates and executes social media strategy for DCCCD's social platforms, including handling customer service and monitoring and engaging in social conversations/events around the DCCCD brand.

Coordinates and executes content strategy for DCCCD's student blog, including developing and writing creative posts. Maintains blog and website content as needed. Experience with Adobe Analytics or similar website analytics platform. Experience with Photoshop, Canva or other graphic design tools.

Collaborates with other content writers and communicators in the office of public and governmental affairs. Recruits and manages students for various social media projects and promotions. Performs a variety of functions to coordinate, initiate and manage the development and production of marketing and advertising materials to promote and support products, services and initiatives.

Create and maintain relevant social media accounts. Create and implement social media marketing plan and editorial calendar. Build and execute social media strategy through research, benchmarking, messaging, and audience identification.

Completes required DCCCD Professional Development training hours per academic year. Utilizes excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network. Provides excellent customer service.

Performs other duties as assigned.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.