

## Digital Communications Specialist

<b>Classification</b>	Full-Time Exempt
<b>Department</b>	The Office of College Marketing and Communications
<b>Reports To</b>	Assistant Director of Communications and Public Relations

### Job Function

The Digital Communications Specialist supports all communications related to undergraduate and graduate enrollment marketing and public relations through digital channels. The Specialist works collaboratively with the Marketing and Communications team to identify and develop communications content and the strategy for optimal delivery across digital platforms, audience engagement, and analytics evaluation. The Specialist works collaboratively with departments and offices across the College in the creation of written materials that market their programs and functions.

### Essential Elements

1. Possess an appreciation for the value of Catholic higher education, specifically the charism of the Congregation of Holy Cross, and respect for the traditions of the close-knit culture of King's College.
2. Present a clear understanding of the mission of King's College and present it to a wide variety of audiences.
3. Create and manage an annual enrollment communication plan and social media plan in coordination with the overall enrollment marketing and external communications strategies.
4. Write, design, and execute digital communications to prospective undergraduate and graduate students and their families through various communication efforts, including email campaigns, text messages, Parent Portal communications, social media graphics and/or videos, and direct mailings.
5. Manage the College's primary social media accounts—including Instagram, Facebook, Twitter, LinkedIn, and Snapchat—including paid advertising that aligns with current marketing campaigns and analytics review.
6. Serve as the Office's liaison with third-party enrollment marketing vendors for the implementation of digital communications campaigns to prospective students and families.
7. Collaborate with the Office of Admission on search buys through third-party vendors.
8. Support public relations efforts, news dissemination, and media monitoring across all digital channels.
9. Support advancement communications efforts as needed, including email campaigns and social media.
10. Support College events in providing social media, photo and/or video coverage, which often requires availability outside of traditional business hours and on evenings and weekends.
11. Perform other duties as assigned.

### Required Skills, Training, and Experience

- Bachelor's degree in communications, digital marketing, English, or related field.
- Excellent writing and communication skills.
- Strong interpersonal skills, exhibiting courtesy, tact, and diplomacy in dealings with others inside and outside of the College.
- Thorough understanding of social media platforms, including, but not limited to, Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok, Flickr.
- Proficiency in Microsoft Office and Adobe Creative suite.
- Basic video and audio editing; experience with Adobe Premiere preferred.
- Working knowledge of analytics such as organic, paid, open rate, click through rate, etc.

- Three (3) to five (5) years of communications, public relations, or social media experience, preferably in an educational setting.

### **Working Conditions**

Typical office working conditions. Finger dexterity and ability to sit for long periods of time.

**Internal applicants please submit information by 9/13/22.**

**Qualified applicants should submit a cover letter, resume, and contact information for three professional references. In addition, please provide three writing or content samples that demonstrate a variety of digital media (i.e., professional social media posts, blogs, email campaigns). All application materials should be attached in a single PDF document using the candidate's last name as the document title. Please submit applications to [hrjobs@kings.edu](mailto:hrjobs@kings.edu) by September 19, 2022.**