

Job Description

Company: Brazos Higher Education Service Corp. Inc.
Job Title: Marketing & Social Media Coordinator
Effective Date: 8/21/2023
Department: 1000 - Marketing
Location: Waco and Partially Remote
Reports to (Title): VP Marketing

For Internal HR Use:
FLSA Status:
Grade:

I. Job Summary

The Marketing and Social Media Coordinator will be responsible for the administration of the company's social media presence across various platforms. This will include creating content, engaging with customers, working with vendors, and analyzing metrics to continuously improve online presence. The position will also be responsible for creating visually impactful and engaging marketing materials and assist in creating and executing marketing campaigns that align with the company's goals and strategies.

II. Essential Duties and Responsibilities include the following. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Other minor duties may be assigned.

- Assist in the development and execution of marketing campaigns that align with company goals and strategies.
- Create engaging content for various marketing channels including social media, email, and websites.
- Manage the company's social media accounts, including Facebook, Twitter, LinkedIn, Pinterest, You Tube and Instagram, and develop strategies to grow our following.
- Collaborate with cross-functional teams, including design and product teams, to create and implement marketing campaigns and initiatives.
- Analyze social media metrics and track campaign performance to continuously improve our online presence.
- Manage email campaigns and create compelling email content.
- Monitor and report on competitor and industry trends to help inform our marketing strategies.
- Assist with organizing and executing company events, trade shows, and other marketing events.
- Work with external vendors, such as ad agencies or printing companies, to ensure successful execution of marketing campaigns.
- Stay up to date with the latest marketing trends and techniques and share knowledge with the marketing team.

III. Supervisory Responsibilities

Not normally required to supervise others.

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IV. Qualifications

The requirements listed below are representative of the qualifications necessary to perform the job.

A. Education

Required: Bachelor's Degree

Field of study: Marketing, Communications, or related field

Preferred: Bachelor's Degree with post graduate work

Field of study: Marketing, Communications, or related field

B. Experience

Required: No previous experience

Preferred: 3 years but less than 5 years of previous experience

C. Certificates, Licenses, Registrations or Other Requirements

- Membership in a Marketing organization like American Marketing Association (AMA), Marketing Research Association (MRA) or Content Marketing Institute (CMI) is preferred.
- Digital Marketing Institute Certification or American Marketing Association Professional Certified Marketer is preferred.

D. Other Knowledge, Skills or Abilities Required

- Experience managing social media accounts, including Facebook, Twitter, LinkedIn, Pinterest, You Tube and Instagram.
- Knowledge of digital marketing techniques, including SEO, SEM, PPC, Google Analytics and Google Grants.
- Excellent writing skills and the ability to create engaging content for various marketing channels and social media. Experience with Word Press is required.
- Strong project management skills and the ability to work on multiple projects simultaneously.
- Strong analytical skills and the ability to analyze metrics and track campaign performance.
- Experience with Microsoft Office products, CRM related programs such as ZOHO, Salesforce, or Hubspot, and email marketing platforms such as Mailchimp or Constant Contact.
- Experience with graphic design and video editing tools such as Canva, Adobe Creative Suite, or Final Cut Pro is required.
- Strong interpersonal and communication skills.

V. Work Environment

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Listed below are key points regarding environmental demands and work environment of the job. *Reasonable accommodations may be made* to enable individuals with disabilities to perform the essential functions of the job.

- Required to use motor coordination with finger dexterity (such as keyboarding, machine operation, etc.) **Most of the day**
- Required to exert physical effort in handling objects **Rarely**
- Required to be exposed to physical occupational risks (such as cuts, burns, exposure to toxic chemicals, etc) **Rarely**
- Required to be exposed to physical environment which involves dirt, odors, noise, weather extremes or similar elements **Rarely**
- Normal setting for this job is an **Office Setting**.