

VERMONT TECH

July 27, 2016

POSITION ANNOUNCEMENT

- Position:** Marketing Coordinator
VSC Grade 12, VSC-UP PAT Bargaining Unit, Exempt
Full - time
- Location:** Randolph Center Campus
- Compensation:** Within the VSC grade 12 salary range; VSC-UP benefits package.
- Responsibilities:** Coordinate communications activities for Vermont Technical College including but not limited to website content, public relations and social media. Provide support and coordination for Institutional Advancement efforts, which includes but not limited to Alumni Relations, Resource Development and Marketing.
- Produce content for development, marketing, public relations, admissions and internal communications purposes.
 - Coordinate the creation of original content, and edit existing content, developed by other College departments for quality, style, accuracy and effectiveness for the vtc.edu website and other media.
 - Document and coordinate social media efforts to align with overall marketing goals.
 - Create a content calendar for social media efforts and recruit and oversee student and faculty contributors as appropriate.
 - Manage distribution of email campaigns.
 - Participate in professional development activities (webinars, listservs, and conferences) to remain

current on technological advancements as well as social media and related trends and activities.

- Follow branding templates/style guide to maintain a consistent look and voice throughout.
- Compile content for newsletter (internal and external).
- Manage distribution of email campaigns.
- Function as a member of a creative team to create concepts, copy and strategy for college marketing and advertising.
- Proofing and “pre-flighting” files for printing and e-publishing.
- Participate on councils and committees as appropriate.

Qualifications:

Bachelor’s degree in communications, marketing or other appropriate discipline or 3-5 years of communications and social media experience, preferably in higher education or a combination of education and experience from which comparable knowledge and skills are acquired. Public relations /information experience in higher education highly desirable.

- Strong writing skills mandatory
- Excellent spelling, grammar, editing and communications skills mandatory.
- Good administration and organizational skills critical.
- Previous experience with a variety of computer applications, including but not limited to: Blackbaud’s Raisers Edge, Microsoft Word, Microsoft Excel, Photoshop, InDesign, Fire Engine Red, Constant Contact and other related software applications highly desirable.
- Excellent interpersonal skills.
- Ability to deal effectively with and represent the College to a broad base of individuals and groups within and outside of the College.
- Valid Vermont driver’s license.

Starting Date:

September 1, 2016 or as soon as possible.

Application
Deadline:

Applications will be reviewed until the position is filled. However, applications received after the first screening will be considered at the discretion of the college. **Incomplete application materials will not be considered.**

To Apply:

Submit a **mandatory** Vermont Tech employment application, with resume and cover letter to: jobs@vtc.edu. Employment application available on the VTC website www.vtc.edu .

NOTE: All full-time and some part time positions are subject to a criminal background check. Any offer of employment is contingent upon the satisfactory results of this check.