Director of Social Media and Outreach

University of Arkansas-East Arkansas Community College is accepting applications for a Director of Social Media and Community Outreach. The position will work directly with public relations/marketing staff and will be responsible for managing social media accounts, creating content, assisting with planning and set up of events on campus, and community outreach. The position will work under the supervision of the Senior Director of Marketing and Events.

Job responsibilities include, but are not limited to:

- Manages all College social media accounts and implements strategies that will increase brand visibility and traffic across all social media platforms, including community engagement.
- Works collaboratively with the recruitment and marketing teams to maintain consistent written and visual messaging and design standards.
- Acts as photographer/videographer for the college, shooting, editing and publishing photos and videos that can be used on the official college website, social media sites, in print publications and advertising
- Maintains and develops schedules for content placement to increase social media presence.
- Develops promotional items and materials for various areas on campus
- Assists in planning and execution of events on campus
- Assists with paid marketing initiatives on social media, including display ads and boosted posts.
- Provides expertise on current and emerging digital trends, best practices, and technologies. Investigates and understands the various digital platforms used by the college's target audiences, provides recommendations for integration into college communication practices, and ensures messages are customized, formatted, and delivered optimally.
- Maintains current knowledge of best practices and emerging developments in social media design and recommends improvements to the College's web and social media presence.
- Collects, tracks, analyzes, and reports social media analytics, traffic, content effectiveness, engagement, and other relevant metrics.
- Maintains high-quality content, brand equity, display standards, and usage guidelines.
- Develops design concepts for advertisements across various media outlets including radio, print, and online
- Assists with presentation development and visual materials for promotional and outreach purposes.
- Other duties as assigned

This position may require working nights and weekends and will be scheduled in the convenience and best interest of the College.

Qualifications, Skills, and Abilities:

- Graphic design experience using tools such as the Adobe Creative Suite.
- Attention to detail and strong organizational and communication skills
- Ability to work well with others as well as work independently

- Related marketing experience
- Ability to prioritize requests and complete them in a timely manner
- Ability to pay close attention to detail

Education and Experience Requirements: A bachelor's degree is required. Strong customer service and communication skills, excellent organizational skills, and strong computer skills are required. Experience in social media, marketing, graphic design, and event planning are highly preferred.

Please submit an EACC application, www.eacc.edu, resume and transcript(s) to: EACC Personnel Office, 1700 Newcastle Road, Forrest City, AR 72335. Review of applications will begin immediately and continue until the position is filled.

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