

MOHAWK VALLEY COMMUNITY COLLEGE
Utica and Rome, New York

Job Description

POSITION	REPORTS TO	DEPARTMENT
Media Content Coordinator	Director of Marketing and Communications	Marketing and Communications

BROAD FUNCTION:

Coordinates and implements the creative process for bringing compelling marketing content to all media and deliverables used by the MVCC Marketing and Communications Office. Provides creative expertise to the copywriting and editorial process and works with designers, content authors, and clients to ensure that multiple forms of media are aligned with the MVCC brand.

MAJOR RESPONSIBILITIES:

1. Coordinates, processes and supplies original written content to assist academic centers, administrative units and other offices in improving and updating their content-managed Web presence;
2. Contributes to the College's Web and social media presence, through the generation of written content, the tracking of social media conversations about the College, the supervision of student social media ambassadors, and the creation of processes for promoting the College via social media;
3. Supports Web content management system training;
4. Contributes to and coordinates processes for marketing and collateral materials relating to the College's major gifts campaign and ongoing donor cultivation, solicitation, and stewardship efforts;
5. Creates original and written content for use in advertising, community relations, and media relations campaigns;
6. Writes copy and supports the work of design staff and other Marketing and Communications staff on internal and external publications, correspondence, and signage;

DATE	PAGE
October 29, 2013	1 of 2

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7. Works with Marketing, Human Resources, and Organizational Development staff to create written content for internal communications for staff relations purposes;
8. Supports the work of other Marketing staff and College employees by editing for consistency, brand alignment and quality;
9. Assists in the development and implementation of standards and training materials for written marketing materials and the use of the College's visual brand;
10. Ensures a high quality end result including attention to design standards and support for the copy-editing and proofreading process;
11. Represents the Office of Marketing and Communications and MVCC in a professional, dependable manner. Courteously interacts with constituents across the College and the broader community;
12. Other duties as assigned by the Director of Marketing and Communications.

QUALIFICATIONS:

Bachelor's degree and minimum of three (3) years progressive experience in public relations, advertising, journalism or related field; demonstrated success in mass communications; excellent writing, organizational, interpersonal, and customer services skills required. Knowledge of MS Office, Adobe Creative Suite, and content-managed Web site creation and familiarity with industry standards for advertising, graphic design, and news media preferred.

SALARY:

Grade 2

AFFILIATION:

Professional

Term:

12-month

DATE

October 29, 2013

PAGE

2 of 2
