



TOUGALOO COLLEGE TOUGALOO, MISSISSIPPI 39174

NOTICE OF JOB OPENING

Digital Media Specialist

Position Summary: The *Digital Media Specialist* will be a member of the communications team with responsibility for creating and managing digital-related projects for Tougaloo College. This position will increase the impact and visibility of the College, building the organization's brand nationally and increasing donor engagement. As a member of the Communications Team this position will assist with graphic design, digital media, and ensure brand consistency and accuracy in all publications and digital content as well as maintaining web-related media and update existing online resources, as needed. Responsibilities will include, but are not limited to, creating online posting providing information about the College, seasonal content, newsletters, and calendars. This role also requires strong creativity, attention to detail and project management skills, ability to work independently, manage multiple responsibilities and possess the ability to work under stress to meet competing deadlines. This position requires travel, including overnight, working irregular hours including weekends, as needed.

Responsibilities:

- Develop and execute communications, publication design, infographics, data visualizations, executive-level PowerPoint presentations, social media tiles, web graphics and development, and e-Newsletter design.
- Design digital media campaigns according to College's strategic plan.
- Develop content across print and digital channels for targeted or influencer audiences with implementation strategies for content, social media strategies and tactics.
- Coordinate and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos, etc.
- Develop communications materials and campaigns targeting and featuring alumni and donors, including the coordination of annual magazine, annual report, event and fundraising communications.
- Design digital media campaigns and associated digital content aligned with the goals of the College.
- Carry design and web projects from concept to completion while adhering to strict brand standards of the College and ensuring production timelines are met.
- Work with college administration and leadership, institutional development, student affairs, and student organizations to identify stories ideas to improve the image of the college.
- Maintain website, including updating graphics, preparing documents for web from the College community, properly placing content and general troubleshooting, both technical and content problems.
- Work closely with print media vendors and manage a comprehensive editorial calendar that ensures coordination and timely placement of Tougaloo College's news, stories, and communications to all audiences.
- Strong organization and strategic instincts, team oriented and proactive management style that results in effective decision-making and attention to detail; ability to work in a fast-paced environment.

- Draft written content for social media posts, press releases, statements, website posts, fundraising solicitations, speeches, and other material, as needed.
- Demonstrate knowledge of the college and its history by writing six to eight pieces a week, self-developed through research. Includes content posts pushed out through social media and posted to the College's website.
- Demonstrate engagement and ideation skills in team meetings.
- Maintain lists of print, broadcast, and new media contacts.
- Improve search engine optimization and general discovery of content by target groups.
- Analyze and report on web traffic, analytics, and engagement.
- Support the implementation and development of the organization's social media strategy and digital communications program.
- Develop new deliverables and proposing new content, frameworks, and strategies.
- Other duties as assigned by the Vice President for OIA, College President and other administrators.

Required Experience/Knowledge/Skills:

- Requires a master's degree in Communications, Journalism, Public Relations, or a related field; 5 years of digital media experience with visual communications methods or any combination of education and experience, which would provide an equivalent background.
- Crave the challenge to build stories that influence the growth and student retention of the college.
- Possess the ability to clearly and precisely express complex ideas with interesting and compelling angles.
- Design digital media campaigns according to College's goal.
- Coordinate and manage the creation of all digital content, such as website, blogs, press releases and podcasts, infographics, videos, etc.
- Establish and maintain the web presence for the College.
- Work to improve the College's brand presence.
- Demonstrate curiosity, creativity, drive for excellence and attention to detail.
- Possess confidence, patience, and flexibility in an evolving environment.
- Knowledge of web design and experience with content management.
- Sense of ownership and pride in your performance and its impact on the College's success.
- Additional qualification in web design or animation is a plus.
- Have proven organizational management skills, a proactive writing style, and are independent and deadline driven.
- Maintain and manage the College's social media channels.
- Suggest strategies and methods for improvement.
- Remain current with digital media technologies and latest trends.
- Must be experienced at proofreading for style, grammar, accuracy of numeric information, and brand style adherence, and be proficient in MS Office applications and Adobe Acrobat Creative Suite software. Working knowledge of Associate Press (AP) style guidelines.
- Are experienced creating, adapting, and unifying content for various channels on behalf of the college.
- Availability and willingness to monitor and handle media inquiries after business hours, as needed.
- Experience managing administrative processes; photography experience a plus.
- Strong judgment and instincts for media and communications-related work.
- Ability to understand and apply communication concepts.
- Knowledge and familiarity with the news media and social media landscapes.
- The ability to demonstrate grace under pressure while handling multiple projects and meeting tight deadlines.
- Ability to work independently, as well as, within a team.
- Commitment to the mission and values of Tougaloo College.

Date of Position Opening: January 9, 2024
Application Deadline: Until position filled
Salary: Commensurate with experience
Job Listings: <https://www.tougaloo.edu/about-tougaloo-college/jobs>
****Email App/Resume/Cover Letter to:** TougalooCareers@tougaloo.edu
Physical Address: Tougaloo College
Attention: Director of Human Resources
500 West County Line Road
Tougaloo, MS 39174

ALL APPLICANTS WILL BE CONSIDERED WITHOUT REGARD TO RACE, COLOR, RELIGION, SEX, AGE, NATIONAL ORIGIN, SEXUAL ORIENTATION, DISABILITY, CITIZENSHIP, VETERAN STATUS, GENETIC INFORMATION, GENDER IDENTITY, OR ANY OTHER LEGALLY PROTECTED STATUS. THE COLLEGE PROHIBITS SEXUAL HARASSMENT, INCLUDING SEXUAL VIOLENCE.

TOUGALOO COLLEGE AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER