



TOUGALOO COLLEGE

Tougaloo, MS 39174

NOTICE OF JOB OPENING

Digital Marketing & Communications Specialist

Position Summary:

The Digital Marketing & Communications Specialist leads the creation, management, and execution of Tougaloo College's digital presence. This role drives brand visibility, audience engagement, and strategic communications across web, social media, email, and multimedia platforms. The ideal candidate is a creative, technically skilled storyteller who thrives in a fast-paced, collaborative environment and produces high-quality, brand-aligned content.

Essential Responsibilities:

Digital Content & Storytelling

- Create and publish engaging content across web, social media, email, and multimedia platforms
- Draft institutional communications (press releases, web copy, campaigns, speeches, etc.)
- Design digital assets (graphics, presentations, newsletters, infographics)
- Produce multimedia content (photography, video, reels) to enhance engagement

Website & Digital Management

- Maintain and update website content, ensuring accuracy, accessibility, and brand consistency
- Apply basic HTML/CSS and manage CMS platforms (e.g., Drupal)
- Implement SEO strategies and analyze performance using tools like Google Analytics

Social Media & Email Marketing

- Manage institutional social media channels and audience engagement
- Develop and execute email campaigns (e.g., Constant Contact/Mailchimp)
- Track analytics and provide insights to improve performance

Strategic Communications & Advancement Support

- Execute multi-channel campaigns supporting enrollment, fundraising, and institutional goals
- Develop donor and alumni communications (annual reports, campaigns, events)
- Collaborate across departments to identify and amplify institutional stories
- Support communications for major events (Commencement, Founders' Week, etc.)

Editorial & Media Support

- Maintain editorial calendar and media contact lists
- Support press relations and media inquiries
- Ensure all content meets AP style, brand standards, and quality expectations

Required Experience/Knowledge/Skills:

Education & Experience

- Bachelor's degree in Communications, Marketing, Digital Media, or related field
- Minimum 3 years of experience in digital communications or content creation

Technical Skills

- CMS experience (Drupal preferred), basic HTML/CSS
- Social media and email marketing platforms
- Canva and/or Adobe Creative Suite
- Google Analytics and SEO knowledge
- Microsoft Office & Google Workspace

Preferred Skills

- Photography/videography and video editing
- Podcasting or short-form video content creation
- Digital signage or emerging media tools

Professional Competencies

- Strong writing, editing, and visual design skills
- Ability to manage multiple projects and meet deadlines
- Creative, strategic thinker with strong storytelling ability
- Collaborative, self-directed, and detail-oriented
- Commitment to the mission and legacy of Tougaloo College

Additional Information

- Some travel, evening, and weekend work required
- Duties may evolve based on institutional needs

Date of Position Opening: March 27, 2026
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.

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