



Thaddeus Stevens College of Technology Web and Social Media Coordinator

The Web and Social Media Coordinator role is responsible for enhancing the reputation of Thaddeus Stevens College of Technology by developing and maintaining content on the organization's website and supporting the development of new pages and sites as needed. This role also extends program development and other organizational goals into social and digital platforms, ensuring online and digital messaging is delivered in a manner consistent with and supportive of the brand. With a sound knowledge of social media principles and online/digital platforms, this role drives the organization's mission. The Web and Social Media Coordinator is also responsible for tracking, analyzing and reporting data related to web and digital/social media channels, and provides support for related media, including videos, photos and graphics. This position reports to the Director of Marketing.

Responsibilities

- Ensure website is accurate, up to date, and serving the needs of the college's stakeholders.
- Implement social media strategy across platforms by coordinating social media activity and optimizing promotional opportunities for the college.
- Engage with departments, faculty, staff and students in order to share their news and stories across social media and on-line/digital platforms.
- Monitor analytics and effectiveness of social media strategy. Provide reports and recommend changes in strategy per platform performance.
- Support college events and activities by providing photography and video-recording of college events and activities for use in web, social media and other marketing tactics.
- Support crisis communications plan for critical events.

Basic Qualifications

- Associate Degree in related field of study.
- Minimum of 2 years of relevant online and social media experience.
- Demonstrated understanding of web and digital technologies and applications, including managing and developing websites and web content and utilizing social media and other digital platforms to support marketing campaign goals.
- Excellent interpersonal skills, including ability to interact with key stakeholders at all levels within an organization.
- Strong copy writing and editing skills and ability to communicate within brand guidelines and in support of key marketing messaging.
- Demonstrated use of design in presenting content for web, social media and other digital platforms.
- Must be willing and able to perform some night and weekend work to support events and other activities.

Please send letter of application and resume to Sue Emswiler, Human Resource Specialist, Thaddeus Stevens College of Technology, 750 East King Street, Lancaster, PA 17602 or email to: emswiler@stevenscollege.edu by December 14, 2018.



For more information about Thaddeus Stevens College of Technology, visit the website at www.stevenscollege.edu.

Thaddeus Stevens College of Technology is an Affirmative Action and Equal Employment Opportunity Employer. Women and minorities are encouraged to apply.