



# Trinity Valley Community College

## Job Description

### Communications & Social Media Coordinator

#### COMMITMENT TO MISSION

This job carries with it the obligation to uphold the Mission of Trinity Valley Community College (TVCC) in carrying out the duties of the position. A commitment to positive interpersonal behaviors, professional communication, diversity, integrity, leadership, stewardship, respect and accountability to TVCC students and employees is essential.

#### **PRIMARY PURPOSE:**

Responsible for developing and distributing content that promotes Trinity Valley Community College in a positive manner as part of the overall marketing & communications goals.

#### **REPORTS TO:**

Director of Marketing & Communications

#### **EDUCATION AND EXPERIENCE QUALIFICATIONS:**

##### **EDUCATION REQUIRED:**

Bachelor's degree in journalism, communications, or marketing.

##### **EXPERIENCE REQUIRED:**

Four (4) years of experience in a journalism, communications, marketing or related field

##### **OTHER LICENSES OR CERTIFICATIONS:**

None

#### **KNOWLEDGE AND SKILLS REQUIRED:**

- Typing/Data Entry
- Software proficiency – Microsoft Office
- Operating equipment – office or otherwise
- Written and oral communication
- Customer service skills
- Public Speaking/Presenting
- Basic Math
- Leadership/ Management
- Attention to detail
- Time management
- Organization
- Federal Regulations and Directives
- Operational Systems and procedures
- Budget and accounting principles
- Compliance Law
- Administrative practices
- Advertising/Marketing practices
- Website design

**The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required. Job Descriptions may be subject to change.**

#### **RESPONSIBILITIES:**

- Leads media relations efforts with writing, planning, coordination and execution of activities and events that promote the college's image
- Research, write, edit and proofread content for digital platforms such as website, social media channels, press releases, etc.
- Develops content and strategies to ensure that the college's key messages are effectively communicated through effective journalistic storytelling.
- Oversees a monthly editorial calendar creation that includes messaging on relevant social media platforms.
- Monitors TVCC information shared online on various websites and social media platforms and responds as appropriate to carry out the college mission and vision.
- Participates in and provides website and social media coverage of campus events and other storytelling opportunities.

All TVCC positions are security sensitive and require a criminal background check.



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- Assists with emergency communications situations.
- Creates and analyzes engaging social media content to promote the TVCC brand
- Conceptualizes new ways to increase TVCC awareness and user engagement
- Acts as a liaison for TVCC with local media outlets
- Create visual content such as photography, video, digital graphics, etc.
- Conceptualizes, writes and edits copy for printed and online materials and publications for the college as needed, including promotional and advertising campaigns.
- Review production of College publications, materials and promotional items distributed to students and the general public as needed.
- Maintaining confidentiality of work-related information and materials

#### WORKING CONDITIONS:

##### TOOLS/EQUIPMENT USED:

- Standard office equipment
- Personal computer and peripherals
- Calculator
- Multi-line phone system
- Copier
- Fax machine

##### PHYSICAL DEMANDS:

- Requires: Work in a standard office or similar environment, with frequent visits to event locations, and other campus areas
- Subject to: Standing, walking, sitting, bending, reaching, pushing and pulling
- May need:
- Occasionally need to: lift up to 10 pounds

##### MENTAL DEMANDS:

- Emotional control under stress 25% of the time
- Frequent interruptions more than 25% of the time

##### OTHER DEMANDS:

None

*The above job description has been reviewed with the employee. It was explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.*

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Date

Approved: 10/29/21

Revised: 11/08/2021

<b>Classification:</b>	Staff	<b>Coordinating/Non-Coordinating:</b>	NC
<b>FLSA Status:</b>	Non-Exempt	<b>TVCC Job Code:</b>	1862
<b>DBM:</b>	B	<b>Travel Required:</b>	None
<b>IPEDS/SOC CODE:</b>	27-3099	<b>Employment Status:</b>	Full-Time
<b>Salary Grade:</b>	170	<b>Length:</b>	12 Months
<b>FUND:</b>	001	<b>TRS POS. CODE</b>	TRS 01

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