



COUNCIL *for* OPPORTUNITY *in* EDUCATION

## JOB DESCRIPTION

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**TITLE:** Digital Media Manager

**CLASSIFICATION:** Exempt

**IMMEDIATE SUPERVISOR:** Associate Vice President of Communications and Marketing

### GENERAL FUNCTION

The Council for Opportunity in Education (“COE” or the “the Council”) seeks a dynamic, creative, and passionate digital media manager to help promote the Council online among critical external audiences as well as regular outreach to institutional members. Responsibilities include uploading and updating web pages to enhance user experience; driving editorial calendars of various projects; designing digital graphics and social media creative assets; managing COE’s social media outlets, websites, and email platforms; and partnering with the director of alumni relations to execute external communications to expand the Council’s network of TRIO alumni.

### MINIMUM REQUIRED QUALIFICATION

**Education:** Bachelor’s degree in Public Relations, Graphic Design, Communications, Marketing, or related field is required. Master’s degree preferred.

**Experience:** Three or more years of experience in digital media and/or marketing. Social media marketing experience is required. Experience with website building and optimization is a plus.

### Skills:

- Excellent communication skills, both written and verbal.
- Understanding of paid, earned, and social media.
- Understands website metrics and best practices and experience with content management systems such as WordPress.
- Innovation and creativity to produce exciting and interesting content and create brand new strategies that attract engagement and participation.
- Collaborative skills to accept and incorporate ideas into strategies.
- Organizational skills and the ability to multitask and prioritize projects while working on tight deadlines.
- Ability to flourish with agility in a fast-paced environment and be a team player.
- Thorough knowledge of Microsoft Word, PowerPoint and Excel.
- Experience with Canva, Adobe Creative Cloud, or related graphic design, video editing, web development, and photography software.
- Experience with search engine optimization, lead generation, and email marketing.
- Good at problem-solving and communication.
- Experience with and/or knowledge of issues of impacting low-income and first-generation college students, and the federal TRIO programs is a plus.

**Other:** The scope of the job requires occasional travel and attendance at evening and/or weekend activities, meetings, events, seminars, and workshops.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Managing strategic online initiatives using email and both paid and organic social media, including proper and relevant messaging and scheduling, to engage COE's constituents and other stakeholders.
- Managing maintenance of the coenet.org website, including timely and relevant blog posts, updated events pages, and general maintenance (not necessarily done by this person, but ensuring that our web developer fixes any bugs).
- Supporting digital marketing campaigns through execution to create an alluring and integrated messaging channel to support COE's growth.
- Supporting regular webinars for external audiences.
- Ensuring correct use of logo and design in all external communications.
- Monitoring and evaluating online media campaigns to keep them fresh and effective.
- Staying current with emerging opportunities in the digital marketing world.
- Providing cross-departmental and/or cross-functional support and services as needed or requested to ensure organizational needs are met.
- Creating monthly dashboards to report ROI for marketing initiatives to share with senior-staff and other stakeholders.

The statements in this description are intended to describe the general nature and level of work being performed by individuals assigned to this classification. Examples of duties or responsibilities are not to be construed as an exhaustive list describing the duties or responsibilities required of personnel so classified. COE does not discriminate based on race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, ancestry, or veteran status. Reasonable accommodations are provided upon request.

## **Instructions TO APPLY**

E-mail resume and cover letter to (alvin.phillips@coenet.org). Subject should be *Digital Media Manage*. This is not a remote position.