

SIMPSON COLLEGE

POSITION DESCRIPTION

Marketing and Communication Specialist – Digital and Visual Media

Date of Opening: November 2020

Function of the Position:

Simpson College is accepting applications for the position of Marketing and Communication Specialist – Digital and Visual Media. As a member of the Office of Marketing and Strategic Communication (OMSC) team this position helps to promote an awareness of Simpson College by creating and managing content for the external facing web site and social media platforms, with a focus on recruiting.

Essential Duties and Responsibilities:

- Produce high-quality, interesting photography and videography (think of the stuff you produced in college) that captures the Simpson Experience for prospective and current students and their families, our alumni, faculty, staff, donors and other stakeholder groups
- Create, develop and produce high-quality long- and short-form videos that capture the Simpson Experience for prospective and current students and their families, our alumni, faculty, staff, donors and other stakeholder groups on tight deadlines that are often unreasonable
- Ability to work with standard photography and videography equipment, as well as advise on future purchases (the purchases from B+H that will make your photos and videos just zing)
- Work with internal clients to stage photo and video shoots that are strategic, creative and on-brand with high levels of customer service
- Create and implement strategic, creative, on-brand visual digital marketing content that is integrated into marketing and communication plan for College, President, Academy, Athletics, Advancement, Alumni and other departments on campus
- Analysis data and utilization to measure effectiveness
- In addition, this position will help supervise web content interns

Requirements:

- Have Bachelor's degree in photography, film, graphic design or the visual arts.
- Have the demonstrable ability to take photographs and develop, create and produce short- and long-form video that tell a story, evoke emotion or call to action.
- Strong written and oral communication skills
- Experience and working knowledge of comprehensive marketing strategy development and marketing plan collaboration
- Strong knowledge or expertise in photo/video editing platforms, ability to manipulate photos and videos, upload in myriad of programs/platforms and ability to work with others to do the same.
- Proficient in Adobe Creative Suite, including, but not limited to:
 - Photoshop
 - InDesign
 - Premiere Pro
 - Lightroom
- Experience working with content management systems, specifically Drupal
- Proficiency with digital and social media tools and platforms.
- Excellent interpersonal skills with the ability to develop productive working relationship with diverse individuals and groups.
- Project management skills and ability to plan and organize multiple projects with establish budgets, deliverables and timelines.
- Ability to make decisions and develop strategy based on data, analytics, best practices and resources.

It is the policy and practice of Simpson College to provide equal educational and employment opportunities for all. We specifically encourage applications from women, minorities, veterans, persons with disabilities and individuals who are bilingual (Spanish) to apply. The entire Notice of Non-Discrimination can be found [here](#).

Successful applicants will also demonstrate a commitment to cultural diversity and the ability to work with individuals from diverse backgrounds. Employment will require a criminal background check, which may include, but is not limited to, criminal history, national sex offender search and motor vehicle history.

To apply please send a cover letter, resume, name and contact information for three professional references to:

Human Resources,
employment@simpson.edu

Review of applications will begin immediately and continue until the position is filled.