

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

POSITION DESCRIPTION

COMMUNICATIONS COORDINATOR

SALARY RANGE \$40,000-\$60,000

The Communications Coordinator supports the Community College League of California (League) in disseminating and monitoring content relevant to our members, through a variety of communications and marketing efforts. This role involves creating communications and marketing materials such as blog stories, social media posts, e-newsletters, print materials, digital assets, and videos. This role also involves tracking and reporting analytics on marketing and communications campaigns and coordinating promotional for annual events.

Reporting to the Director of Communications, the Communications Coordinator is a newly created position.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implement marketing communications plans and campaigns to reach membership across California's community colleges.
- Write and post copy to the website. Monitor content on website to ensure consistency of messaging, brand management, and quality control. Unpublish/delete or update web content as needed.
- Write, edit, proofread, create and send emails to members.
- Write and post copy, photos and artwork to social media platforms (Facebook, Twitter, Instagram, LinkedIn and YouTube). Monitor activity on social media and take action as needed.
- Write a variety of different content to support communications and marketing efforts, including blog posts, newsletters, League materials and press releases.
- Assist Communications Director in developing and implementing a communications strategy designed to further company objectives.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.

SKILLS AND QUALIFICATIONS

- Bachelor's degree in Communications, Public Relations, or a related field OR equivalent experience
- 2+ years of marketing or communications experience
- Professional level verbal and written communication in English
- Self-motivated, flexible, accountable, and able to take ownership of projects

- Strong time management and organizational skills and ability to meet deadlines
- Familiar with Microsoft Word, Excel and PowerPoint and capable of creating visually compelling presentations and materials
- Knowledge of email marketing software such as Mailchimp or a similar program
- Experience in designing and editing websites
- Graphic design and knowledge of Adobe InDesign, Illustrator, and Photoshop
- Familiar with managing various social media platforms for a company or brand
- Audio and video editing skills are an additional asset

COMPENSATION

A competitive salary is offered based on candidates' background and experience. Benefits include a generous package with medical, dental, and PERS.

HOW TO APPLY

Submit a resume, cover letter, and three references to jobs@cleague.org. Deadline to apply is Friday, August 6, 2021.