

# HILBERTCOLLEGE

## OPEN POSITION ANNOUNCEMENT

March 25, 2021

**JOB TITLE:** Coordinator of Social Media & Design

**REPORTS TO:** Executive Director of Marketing and Communications

**DEPARTMENT:** Marketing & Communications

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**Job Summary:** The Coordinator of Social Media & Design is a key member of the Marketing and Communications Department at Hilbert College. The Coordinator of Social Media & Design has an important role in the college's creative services, including managing all design projects and assisting in implementing a comprehensive marketing plan that supports the College's strategic goals. Responsible for all areas of graphic design, including collateral, publications, and various assets. Maintain Visual Style Guide. Organize and manage the college's social media strategy, including posting and responding on various platforms. Assist in development and execution of marketing and communications department and assessment plan. Maintain marketing and communications project management system to support all areas of the institution. Meet regularly with key clients (ex. admissions) to ensure marketing plan and design needs are properly prioritized and executed. Assist with photography and videography needs. Provide support for web projects, primarily photo and design initiatives. Manage external consultants and vendors as needed. Other tasks as needed.

**Requirements/Qualifications:** Demonstrated ability with graphic design and creative services. Project and team management skills. Ability to work independently, as well as part of a team while meeting aggressive goals and deadlines, and managing multiple tasks. Solid writing and communication skills required; command of various types of computer software. Excellent interpersonal skills and ability to coordinate activities productively with functions and units outside his/her area. Ability to work a wide range of activities with flexibility in schedule, including some nights and weekends. Knowledge of Adobe Creative Suite, IE-PhotoShop, InDesign, PremierePro, etc. Knowledge of various social platforms – Instagram, Facebook, Snapchat, Twitter, LinkedIn, and more. Bachelor's degree from an accredited college (or appropriate combination of education and experience). Two (2) years full-time work experience with preference given to marketing or graphic design.

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Interested candidates should submit a cover letter, resume and contact information for three professional references to:

Maura A. Flynn  
Director of Human Resources  
[jobs@hilbert.edu](mailto:jobs@hilbert.edu)

*Hilbert College is an Equal Opportunity Employer and is committed to fostering a diverse community of faculty, staff and students. The College does not discriminate against individuals on the basis of any protected characteristic covered under federal or state law. For more details, see the College's policy at <https://www.hilbert.edu/about/notice-of-non-discrimination>*

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