DIGITAL CONTENT SPECIALIST

Department: University Marketing and Communications (UMC)

Reports To: Director of Marketing and Communications

Position Status: This is a regular, full-time position in the Office of University Marketing and Communications.

Position Summary: The primary function of the Digital Content Specialist is to plan and produce shareable video, photo, and written content for existing and emerging social media applications to raise the visibility of North Park University and to support enrollment marketing and advancement efforts. Target audiences include prospective, current, and former students; student families; and related communities.

Essential Responsibilities:

- Conceptualize and produce shareable content across multiple social media platforms to promote North Park University and advance the institution’s strategic communications goals.
- On an assigned schedule, analyze and report on the effectiveness of the university’s shareable digital content in achieving strategic communications goals.
- Collaborate with others in developing an editorial calendar for social media content.
- React quickly to opportunities in the life of the campus that are not on the editorial calendar.
- Leverage social media to promote North Park University, generate brand awareness, grow brand loyalty and ultimately drive an increase in enrollment.
- Develop and execute North Park University’s’ social media strategy, with a focus on brand storytelling and thought leadership.
- Spearhead the creation of social editorial calendar by school and program; meet with key stakeholders to ensure that constituent needs are met.
- Day to day execution across North Park University across social media platforms (Facebook, Twitter, Snapchat, YouTube, Instagram, Vimeo, LinkedIn, etc.).
- Execute paid social components of all marketing campaigns in coordination with digital team.
- Analyze data and draw actionable insights.
• Implement reporting standardization for all paid social campaigns.
• Administer Social Media Automation platform.
• Coordinate workflow through the Director of UMC operations.
• Foster community engagement with North Park University across social media platforms.
• Review and monitor analytics with digital team. Suggest recommendations for future actions and improvements to optimize performance and matriculation.
• Maintain an understanding of higher education social media best practices, North Park’s key goals and audiences, media genres and techniques, and publishing platforms.
• Produce media consistent with University policies, programs, branding, style, timelines, and deadlines.

Secondary Responsibilities:
• Strategize and implement social networking, blogging, texting, video blogging and other e-communications projects.
• Create, produce and edit audio or video electronically.
• Monitor and engage in social conversations on the institution’s social platforms as assigned.
• Implement sponsored digital content strategies across multiple platforms.
• Collaborate with other members of the University Marketing and Communications team on appropriate projects.
• Responsible for managing photographic coverage of student events.
• Responsible for the management of produced Digital Assets.
• Collaborate internally and externally to produce dynamic multimedia content for social media.
• Other duties as assigned.

Essential Qualifications:
• Bachelor’s degree and digital portfolio of work
• Demonstrable ability to write quickly and well
• Demonstrable mastery of strategic communications through shareable social media content including photography, videography, writing, and editing on mobile devices and across applications.
• Extensive working knowledge of primary applications including Facebook, Twitter, Instagram, LinkedIn, Snapchat, WordPress, and YouTube.
• Working knowledge of Adobe CS Software including Photoshop, Illustrator, and Premiere (or other video editing software).
• Mastery of both Mac and Windows platforms.
• Motivation and passion for professional self-development.
• Ability to follow design guidelines and direction provided.
• Ability to produce creative content with minimal direction when necessary.
• Eagerness to work in a changing/growing environment and develop new skills as new applications emerge.
• Excellent interpersonal skills.
• Ability to work under strict deadlines.
• Ability to demonstrate creative problem solving.
• Ability to perform and prioritize multiple tasks.
• Mission Commitment to the University’s core values – Christian, city-centered, intercultural.

Working conditions:
• Basic office environment. Outdoor work. Some telecommuting. Some nights and weekends.

Effective Date: March 2022

NOTE: Nothing in this job description restricts the supervisor’s right to assign or reassign duties and responsibilities to this job at any time.