



**SOUTHWEST TEXAS JUNIOR COLLEGE**  
**Human Resources**

2401 Garner Field Road | Uvalde, TX 78801-6221  
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**INTERNAL EMPLOYMENT OPPORTUNITY**

**Title:** Marketing Coordinator – Student Recruiting and Engagement **Job ID:** 212224710101

**Campus:** Uvalde

**Closing Date:** May 20, 2022

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**Job Duties:** Support SWTJC’s strategic goals by serving on a team that will develop and coordinate student recruitment campaigns and events and by producing and delivering compelling multimedia content including, but not limited to, print, video, and social media. Responsible for contributing to Recruiting and Engagement Department's recruitment and marketing strategy and executing that strategy through the creation and delivery of multimedia content that supports and elevates SWTJC’s brand, reputation, and messaging. Performs other duties as assigned.

*The following responsibilities are intended only as illustrations of the various types of work to be performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

1. Produces and delivers compelling print, video, and social media content, within prescribed deadlines, to support the college’s recruitment and engagement strategy.
2. Interacts with college faculty, students, staff, alumni, and other stakeholders to identify story leads and multimedia projects.
3. Develops an editorial plan including goals, strategies, tactics, and budget to communicate the SWTJC brand and mission.
4. Researches social media trends and best practices; proactively contributes to college’s social media strategy.
5. Establishes a standard of excellence in all communication and marketing activities, auditing and assessing the college’s internal and external communication and marketing strategies.
6. Regularly posts and manages content on college's official social media channels that elevates the college's brand and reputation.
7. Promotes a consistent, recognizable, and positive college image; and maintains college-wide policy related to image, branding, and communications strategies.
8. Promotes appreciation for the history, achievements and aspirations of the College and possesses the ability to articulate the College’s vision effectively and eloquently to diverse audiences.
9. Advises SWTJC faculty and staff on multimedia best practices, strategies, and protocols.
10. Monitors, analyzes, and reports on web and social media engagement.
11. Supervises work-studies, interns, and student employees.
12. Works, as needed, outside of business hours, including evenings, holidays, or weekends.

**Salary:** Professional Group III; 12-month position

**Other Benefits:** Benefits package available (Health/Life insurance, retirement plan, sick/personal leave, holidays, waived tuition for eligible employees and dependents).

**QUALIFICATIONS**

**Education:** Bachelor’s degree in marketing, journalism, communications, graphic design, or a related field.

**Experience & Training:** Two years of content production or closely related experience. Demonstrated experience in digital and photography equipment and software. Working knowledge of personal computers and standard office equipment. Working knowledge of desktop publishing, graphic design, and website maintenance software/tools. An understanding of organizational branding and its importance. Knowledge of Web, multimedia and social media best practices and experience managing social media channels. Exceptional research, writing, and factchecking skills. Demonstrated ability to prioritize and work independently to meet prescribed deadlines. Experience at higher education institution. Experience in the development and implementation of web, multimedia, or social media strategies, including the use of measurement and reporting tools.

**Additional Qualification Requirements:** Must possess the required knowledge, skills, abilities, and experience and be able to explain and demonstrate, with or without reasonable accommodations, the essential functions of the job. Bilingual (English/Spanish) preferred. Experience working with diverse populations. Candidate must be authorized to work in the U.S. and must provide verifiable credentials; successful completion of background and reference check specified for the position. Travel required to other geographic locations served by the college. Must have a valid Driver's License and be insurable through SWTJC insurers.

### **SUBMIT APPLICATION TO:**

Human Resources Coordinator, Southwest Texas Junior College, 2401 Garner Field Road, Uvalde, TX 78801. It is the applicant's responsibility to verify the status of a position. **Submit the following required documents:** (1. Letter of intent, (2. SWTJC Application, (3. Resume, (4. Copy of Transcripts (official transcripts are required if hired). All documents become property of SWTJC.

With respect to the employment and promotion of teaching and non-teaching personnel, it is the policy of Southwest Texas Junior College not to discriminate either in favor of or against any persons on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.

**An Affirmative Action/Equal Opportunity Institution**