



Job Posting

Multimedia Specialist

Date Posted: July 18, 2018

Posting End Date: Until Filled

Cisco College is seeking a Multimedia Specialist to join our Marketing & Public Relations Team. This position plays an integral role in our pursuit of creating a student-centric, ambitious, and ruthlessly creative team. This position is responsible for telling the stories of Cisco College through various print and digital mediums, including photography and videography, in order to increase brand awareness and achieve strategic marketing goals.

Minimum qualifications for this full-time position include a Bachelor's Degree, preferably in Marketing, Communications, Photography/Videography, Design or related field. Must have Adobe CS experience (Illustrator, InDesign, Photoshop), extraordinary written, verbal, and editorial communication skills, good organizational skills, effective verbal and written communication skills, and the ability to work collaboratively as a team member. Applications will be accepted until the position is filled.

Please note: A complete application package must include a letter of application, completed Cisco College Staff Application, resume, and unofficial copy of transcript. Please ensure all required documents are included with your submission. Thank You!

Applications will be accepted via e-mail, fax, or USPS, (e-mail is preferred) and should be submitted to:

Shelli Garrett
Director of Human Resources
Cisco College
101 College Heights
Cisco, Texas 79437
Office: 254-442-5121
Fax: 254-442-5100
shelli.garrett@cisco.edu

Cisco College is an Equal Opportunity Employer

CISCO COLLEGE

Job Description

Job Title: Multimedia Specialist

Reports to: Director of Marketing and Public Relations

Classification: C Level/Specialist I

Job Summary

Responsible for the day-to-day maintenance of the Cisco College main website, athletic website and primary College social media accounts. This position plays an integral role in our pursuit of creating a student-centric, ambitious, and ruthlessly creative team.

This position is also responsible for assisting the Director of Marketing and Public Relations in telling the stories of Cisco College through various print and digital mediums, including photography and videography, in order to increase brand awareness and achieve strategic marketing goals. Qualified candidates will be responsible for creating eye catching graphics to highlight college news and events on digital platforms.

Primary Duties

1. Routine Website Maintenance

- Conduct regular review and routine maintenance of the Cisco College website, www.cisco.edu.
- Update the Faculty/Staff Directory in a timely manner to reflect all personnel changes.
- Respond to general inquiries submitted through the website in a timely manner.
- Maintain and update the google calendar.
- Update the news and events section of the website on a regular basis.
- Assist Director of Marketing and Public Relations with annual website audit.
- Assist faculty and staff as necessary with requested changes to web content.
- Assist Athletic Staff with regular maintenance of the PrestoSports website.
- Post-game highlights and pictures to the news section of the PrestoSports website.

2. Digital and Promotional Content Creation

- Create eye catching graphics to highlight college news and events on all digital platforms.
- Regularly update and maintain college social media accounts including: Twitter, Facebook, Instagram and YouTube.
- Assist the Director of Marketing and Public Relations with production of additional creative content, including photography and videography, in order to increase brand awareness and achieve strategic marketing goals.
- Assist faculty and staff with the creation of promotional materials including posters, brochures, flyers, presentations and other materials as requested.
- Ensure the appropriate use and application of the Cisco College style guide across all platforms.

3. Photography and Videography

- Serve as a photographer and videographer at various school events and sporting events as assigned by the Director of Marketing and Public Relations.
- Edit and post photos and video to the web and social media in a timely manner

4. Other duties as assigned

Minimum Qualifications

1. BA/BS, preferably in Marketing, Communications, Photography/Videography, Design or related field.
2. Excellent videography and photography skills (Portfolio of various media projects, including written editorial work, will be requested.)
3. Adobe CS experience (Illustrator, InDesign, Photoshop) and professional design skills.
4. Extraordinary written, verbal, and editorial communication skills.
5. Project management experience and exceptional organizational skills.
6. Ability to handle several projects simultaneously, and work under tight deadlines.
7. Collaborative, proactive team player with a positive attitude and high level of energy.

For candidates who do not meet the minimum qualifications, a combination of education and experience providing comparable knowledge and abilities will be considered.