POSITION TITLE: Communication Specialist for Web Design and Digital Media (Web Specialist)
REPORTS TO: Vice President of Enrollment Management & Student Services
DEPARTMENT: Enrollment Management
SUPERVISES: None
STATUS: Exempt
HOURS: Full-Time (with some evening and week-ends as needed)

Mission Statement: “Villa Maria College, founded by the Felician Sisters, provides students a rigorous and enriching educational experience. Offering academic programs with a broad core curriculum, the College transforms and empowers students to realize their intellectual, creative, professional, and spiritual potential. Inspired by a welcoming Catholic tradition and a dynamic Franciscan spirit, Villa Maria College offers individual attention and fosters compassion, justice, peace, respect for human dignity and a commitment to service.”

Villa Maria College Core Values: Respect for Human Dignity, Compassion, Transformation, Solidarity with the Poor, and Justice & Peace.

POSITION SUMMARY: This position is responsible for executing and coordinating key communication and marketing functions for Villa Maria College, specifically dealing with web design and digital media management. Under the direction of the Vice President of Enrollment Management & Student Services and working with the Coordinator of Creative Services and Marketing, the Specialist will develop and execute projects and processes to primarily support the communication and marketing functions of the college’s website and social media outlets, as well as supporting internal and external communications of the College.

ESSENTIAL RESPONSIBILITIES:
- Manage all aspects of the college’s website to meet communication and marketing goals.
- Manage all aspects of the college’s social media outlets to meet communication and marketing goals.
- Assist with the management of the college’s emergency communication tools (e2campus)
- Assist with the public relations efforts of the college, including the possibility of copywriting, press releases, media relations, and public relations.
- Assist with internal college communications, including college publications, newsletters, college calendar, etc. Assist in the promotion of all-campus events to internal and external constituents.
- Assist with College brand management; including education and dissemination of information about identity to internal and external constituents.
- Assist in the development of, and education on, all College-related media and communications policies.
- Assist in the coordination of college photography at college events.
- Assist with the development and implementation of admissions marketing and communication related to recruitment.
- Assist with content creation for the web and social media in support of marketing campaigns and goals.
- Assist in assessing the effectiveness of the marketing and College communications area, including researching and developing new approaches to accomplish department goals.
- Serve on College Committees as needed.
- Support the mission and objectives of the College.
- Participate in College functions.
- Work collaboratively with all college constituents to deliver high quality communication services that promote the mission and identity of the College.

**ESSENTIAL QUALIFICATIONS:**
- Minimum requirement of an Associate’s degree in Graphic Design, Communications, Marketing, Advertising, Public Relations or related field and two (2) or more years of combined experience in Graphic Design, Web Design, Communications, Marketing, Advertising and/or Public Relations.
- Bachelor’s degree strongly preferred in Graphic Design, Communications, Marketing, Advertising, Public Relations or related field and one (1) year combined experience in Graphic Design, Web Design, Communications, Marketing, Advertising and/or Public Relations.
- Experience in higher education; preferably working in a private College setting.
- Proven web design and social media management skills are essential.
- Strong written communication skills: copywriting, writing for the web, etc.
- Ability to work independently and adhere to deadlines are required; strong interpersonal skills, creative, self-starter a must.
- Advanced knowledge of Word, PowerPoint, and Outlook are required.
- Proven ability in one or more of the following concentration areas of: web design, social media management, graphic design, content creation, etc., as demonstrated with a professional portfolio of work (finalists will be asked to show examples of work).
- Strong working knowledge of Adobe design software or other Adobe products.
- Understanding of Wordpress Content Management System software for website management.

**ESSENTIAL FUNCTIONS:**
General environment requires employee to be flexible. This work may include hours standing and walking, including up and down stairs, moving up to 25-pound boxes, etc. Evening and
weekend hours may be needed on occasion to perform work associated with this position. Ability to travel when needed.

**START DATE:** When position is filled.

**PLEASE COMPLETE THE ON-LINE APPLICATION PROCESS FOUND AT:**
http://jobs.vill.edu

When you have completed the on-line application process your information will be forwarded to the Search Committee for their review. The Search Committee will carefully review each resume and select the strongest candidates. Once the selection process is completed, qualified candidates will be for an interview.

**EOE**

Internal Posting Deadline: August 21, 2015
External Posting Deadline: Review will begin immediately and will continue until the position is filled.

Updated: **Communication Specialist for Web Design and Digital Media** – 7/2015