

Marketing & Communication Coordinator

SUMMARY: The Marketing & Communication Coordinator helps develop, execute, and evaluate communication strategies for Queens University of Charlotte. Most notably, you will help us leverage social platforms to build brand presence and engagement, but you will also oversee website content updates and write web news stories, media releases, Queens' magazine articles, and possibly emails. This position requires a strong understanding of brand voice and the ability to tailor communication according to marketing objective and channel. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay for hours worked above 40 in a single work week.*

Essential Duties and Responsibilities may include:

- Collaborate with marketing team to capture the most compelling student stories, images, and campus events to create brand-consistent and engaging communication
- Strategize, create, and deliver social media content across Queens' social channels (Twitter, Facebook, Instagram and LinkedIn)
- Monitor and report on effectiveness of social posts / campaigns
- Oversee and manage website content updates of varying difficulty
- Write media releases, news articles, or email content as needed

Non-Essential Duties

- Attend campus events to take candid photographs and assist where needed.
- Other duties and special projects may be assigned to meet department and university needs.

Experience, Knowledge and Skills Required:

- Experience planning, creating, and delivering social media content (e.g., Twitter, Facebook, Instagram and LinkedIn) – and evaluating performance to drive future content.
- Superior written and verbal communication skills; proven experience writing compelling media releases and news articles preferred.
- Demonstrated ability to learn and leverage new technology independently.
- Demonstrated commitment to data-driven decision-making, including effective analytical skills and proven results in achieving objectives and goals.
- Proven attention to detail, ability to establish priorities and meet project deadlines, with strong follow-up and follow-through to completion.
- Ability to problem-solve and troubleshoot a variety of issues and the wisdom to escalate issues when warranted.
- Proficient in computer and office software (Outlook, Word, Excel, Microsoft Office).
- Basic proficiency with design software such as Canva or Adobe Creative Suite.
- Ability to work effectively in a diverse campus community, including faculty, staff, students, and vendors.
- Self-motivated and proven ability to demonstrate appropriate initiative.
- Bachelor's degree (or equivalent combination of education and experience) in related field.

Application Process

Qualified candidates should submit the documentation listed below via email to hr@queens.edu in (.doc) or (.pdf) format. Incomplete applications will not be considered. Queens will continue to accept applications until the position is filled. Include the following:

1. A cover letter addressing the position qualifications and experience
2. Current CV or résumé
3. Salary requirements
4. Contact information for three professional references.

Be sure to include “**COOR-MC**” and **YOUR NAME** in your email Subject Line.

(**Example:** COOR-MC Shawn Mullin)

Applications received by July 30, 2021 will receive first consideration. Queens will continue to accept applications until the position is filled.

About Queens University of Charlotte

Located in the heart of the nation’s second fastest growing metropolitan area, Queens University of Charlotte leverages the city’s diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non- profit, and community organization sectors.

Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender,

sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

Physical Requirements (with or without reasonable accommodation)

- *Visual Abilities:* Read reports, create presentations and use a computer system – 75-100% of the time
- *Hearing:* Hear well enough to communicate with co-workers, vendors and students – 75-100% of the time.
- *Dexterity, Grasping, Feeling:* Write, type and use the telephone, copier, and computer systems – 75-100% of the time
- *Mobility:* Open files and operate office machines; move between departments and attend meetings across campus – 75-100% of the time
- *Talking:* Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly – 75-100% of the time
- *Lifting, Pulling, Pushing:* Exert up to 30 pounds for force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects – 50-74% of the time.
- *Cognitive/Emotional:* Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time.

Work Conditions

- Work in office environment, involving contact with faculty, staff, students, service providers and vendors.
- Work has deadlines, multiple interruptions, high volume and may be stressful at times.

Disclaimer: *This description is not intended to be an all-inclusive list of the duties and responsibilities of this positions, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended to describe the general nature of this position.*