

# MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

## DIGITAL COMMUNICATIONS MANAGER

### POSITION OVERVIEW

The Digital Communications Manager reports to the Director of College Relations and is responsible for timely communication and content across the college's main website (mainmaritime.edu); social media networks; the mobile app; and other digital channels as appropriate. As part of the College Relations team and working closely with MMA departments, the Digital Communications Manager writes and/or edits informative copy; produces and manages newsworthy communications for digital channels; reinforces user guidelines and brand standards; and evaluates additional content needs through year-round editorial and maintenance schedules. This position has ongoing responsibility to learn new networks, tactics, and guidelines for web and social media engagement, and to assess campaigns and messaging using analytics. Social networks include, but are not limited to: LinkedIn, Facebook, Twitter, YouTube, and Instagram. Digital communications support MMA's mission; strategic institutional goals; Institutional Advancement Division objectives; and College Relations department goals.

### DUTIES

- Manages digital content and social media strategies in alignment with College Relations plans to continually reach our main audiences: prospective students, current students and community, and alumni
- Creates and curates new content to showcase MMA programs, faculty, students, research projects, innovation, technology and other college news
- Manages content inquiries, updates and projects; serves as a key point of contact for mainmaritime.edu, mobile app, and social media content
- Responsible for daily, weekly and periodic content updates; renews highlighted content areas; writes or edits copy; supervises student contributors; follows brand standards; verifies accuracy, proofreads final copy or posts
- Reviews (annually or as needed) website content: works with departments and offices across campus to coordinate updates to information and links, including handbooks, policies, academic catalogs, dated information, forms, and calendars
- Generates push notifications for the mobile app
- Builds and runs various social campaigns in conjunction with College Relations and other staff; measures and analyzes campaign effectiveness and shares information with the community
- Stays current with best practices for college admissions websites and for higher education social media; reviews both for levels of engagement and recommends improvements to the user experience as necessary
- Recommends considerate and timely approaches to comments, reviews, direct messages, and other conversations on all networks; works with college relations staff to implement as needed
- Manages social media user groups and identifies issues and opportunities; coordinates student writers and photographers to attend events and draft posts; provides guidance to departments, overseeing content posted by students, faculty and staff users
- Develops content calendars with contributor input for social networks based on editorial needs, student events, special events, etc.
- Monitors main social networks, including but not limited to channels listed above: shares relevant posts from other MMA social media pages such as Library, Athletics, sports teams, career services, parents association, campus dining, alumni, etc.

- Tracks and measures effectiveness of social media activities using Google Analytics, Facebook Insights, Hootsuite Reports, and other tools necessary for reporting purposes
- Writes and edits stories for social media and the website, which may also be used in newsletters, *Mariner* magazine and press releases
- Coordinates student-generated content for summer training cruise blogs: TSSOM and Bowdoin
- Other duties as assigned

*This job description reflects the general duties of the job but is not a detailed description of all duties, which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.*

## **SKILLS**

- Demonstrated interpersonal, written, and verbal communication skills needed for regular interaction and correspondence with internal and external audiences
- Critical thinking, good judgment, and institutional perspective
- Proactive, collaborative, customer-service approach to work
- Ability to handle a high volume of communications over multiple channels
- Ability to manage projects to meet multiple and potentially conflicting deadlines
- Demonstrated proficiency with computer hardware and software: Microsoft Office, Adobe Creative Suite, WordPress CMS, social media, and web

## **QUALIFICATIONS**

The preferred candidate will possess the education, training, experience, and skills necessary to create and manage engaging, considerate, original content over multiple digital platforms.

- Bachelor's degree in New Media, Marketing, English, Communications, or a related field preferred
- Three years of prior experience in communications, public relations or related field preferred
- Two years of experience working with social media preferred
- Demonstrated writing, editing, and interpersonal skills required
- Experienced social media user: Facebook, YouTube, LinkedIn, Instagram, and Snapchat preferred
- Experience with social media campaigns, tactics, and analytics
- Experience working in a fast-paced, deadline-driven environment is essential
- Higher education background/training/experience a plus
- Experience with WordPress CMS, managing website and social media content preferred

## **WORKING CONDITIONS**

- Environment requires the management of competing projects and demands
- Frequent contact with students, faculty, visitors, and external entities
- Occasional lifting of moderately heavy items
- Occasional weekend and evening work required
- Office environment, use of computer keyboard and monitor

Maine Maritime Academy Position Factor Evaluation							
Job Title:		<u>Digital Communications Manager</u>			Job Code:		
Wage Grade:		<u>18</u>			Total Points:		<u>434</u>
	<u>Factor</u>			<u>Degree</u>		<u>Points</u>	
1	Knowledge and Skill			6		216	
2	Effort						
	I. Mental and Visual Effort			5		40	
	II. Physical Effort			2		20	
3	Responsibility for Cost Control			1		8	
4	Responsibility for Others						
	I. Injury to Others			2		16	
	II. Supervisory Responsibility			3		24	
	III. Sensitive Information and Records			2		16	
5	Working Conditions			3		30	
6	Responsibility for External and Internal Relations			8		64	
Date of last reclassification		<u>Apr-18</u>					