

# POSITION DESCRIPTION



HIGHER LEARNING COMMISSION

Job Title: Marketing and Social Media Writer

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Date: May 5, 2022  
Department: Communications  
Supervisor: Director of Communications and Strategic Projects  
FLSA Status: Exempt  
Supervisory: No direct supervision

## Position Overview:

The Marketing and Social Media Writer is responsible for writing and editing content to market programs, services, and special projects for the various audiences of HLC; implements print, electronic, social media, and other communications; and collaborates in developing, implementing, and supporting HLC programs, services, and initiatives as assigned.

## Duties and Responsibilities:

- Contributes to strategic communications to promote and market HLC programs, events, and initiatives
- Writes and edits compelling, accurate, and information-rich content for the various audiences of HLC
- Creates and implements HLC's social media strategies
- Manages production schedules for communications projects, working with other HLC staff members and vendors
- Develops HLC's video presence, including management of HLC's YouTube account
- Establishes and disseminates print, electronic, and other communications to HLC constituencies
- Identifies and maintains relationships with external service providers and vendors to fulfill HLC projects and needs
- Evaluates the performance of communications campaigns using quantitative and qualitative data and incorporates findings into strategic communications planning
- Collaborates with other team members in the creation of multimedia communications
- Participates in orientation and training of staff
- Embraces new work challenges and technology
- Provides support for the Communications Department
- Maintains technology skills needed for position and adapts to technology changes as required
- Performs other duties as assigned

## Qualifications and Competencies:

- Bachelor's degree required in English, communications, or related field
- A minimum of two years' experience working in communications in a dynamic, high-volume environment is required
- Regulatory or association experience preferred

- Understanding of or willingness to learn communications strategy
- Ability to quickly adapt writing to an organizational voice
- Excellent editing and writing skills
- Ability to organize multiple layers of copy and maintain consistency in voice
- Experience with standard office software and technology, including website content management, HTML, and CSS for responsive website design, online form and survey tools, print layout software, and social media platforms
- Ability to work independently as well as in a team environment
- Strong attention to detail
- Demonstrated ability to effectively organize, prioritize, and manage a high-volume of assignments in a timely manner and within timelines, often with frequent interruptions
- Strong interpersonal communication, diplomacy, and relationship-building skills to establish and maintain effective working partnerships with volunteers and other staff members

Previously Revised: December 2018

The information in this position is intended to generally describe the duties and responsibilities and qualifications and competencies of the above-named position. This position is not an exhaustive list of all the responsibilities and requirements of the position. HLC reserves the right to modify this position description at any time.