



## **Marketing and Communications Specialist**

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### **Position Summary**

Reporting to the Director of Marketing and supporting the communication and marketing needs of the College, the incumbent will be responsible for web content, branding and standardization, communications support, along with tending to the social media needs of the College with a specific emphasis on Enrollment Management (Admissions and Financial Aid). This entails the creation of materials to be used under multiple channels of marketing/communications including, but not limited to, direct mail pieces, email, internet, print media, advertising, and social media, which must be able to influence decision makers (incoming students/parents and others) for enrollment and increase Mitchell's brand awareness in the higher-ed sector. The incumbent must be adept at web design/management and will need to employ graphic design experience. Occasional evening and weekend work required.

### **Required Education and Experience:**

- BA/BS degree required.
- Knowledge and experience in one or more of the following: creative development, marketing/brand management, communications, academic sales/support, and/or web development.
- Demonstrated graphic design skills and a proficiency in Adobe Creative Suite with a particular emphasis on InDesign, Illustrator and Photoshop.
- Demonstrated proficiency in conceptualizing, producing and editing videos in an in-house professional environment.
- Experience with web content management tools, such as Drupal, WordPress, Dreamweaver and/or Joomla.
- Demonstrated experience managing multiple social media platforms.
- Robust Microsoft Office skills required.
- Demonstrated initiative, and high attention to details and accuracy.
- Superior oral and written communication skills.

A small liberal arts college, Mitchell developed its distinct educational approach over almost 80 years, blending a tradition of mentoring with an expertise in teaching diverse learning styles to create a highly individualized model that benefits all students. Mitchell is committed to the broader community through building strong, creative and cooperative partnerships. Located on a beautiful waterfront campus in historic New London, CT it is also home to championship NCAA Division III athletics and the Duques Academic Success Center, which includes the renowned Bentsen Learning Center.

This is a full-time, FLSA exempt level position, with standard College benefits. For full candidate consideration, please send a cover letter, your CV/resume and 3 references (contact information or letters) by **August 20, 2017** to [jobs@mitchell.edu](mailto:jobs@mitchell.edu). The application review process may commence immediately upon receipt of your letter of interest, though references will not be contacted until the applicant has been notified. For further information regarding our application procedures, you may visit <http://mitchell.edu/careers/>.

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