

Position Announcement

JOB TITLE: Digital Media Manager

The Mississippi Board of Trustees of the State Institutions of Higher Learning System Office seeks applications for the position of **Digital Media Manager**. The Digital Media Manager serves as an integral part of the Communications team. IHL is governed by a twelve-member Board of Trustees and consists of eight universities. The eight universities enroll over 80,000 students. The System office is located in Jackson, Mississippi.

Job Summary

The Digital Media Manager works to develop, implement and analyze an integrated and effective digital strategy in support of the goals of the Board of Trustees and the university system. This person is responsible for strategic oversight and implementation of digital media activities, including social media and the planning and content of the website, as well as contributing to overall integrated communications strategy and activities for key segments. The ideal candidate for this position is a self-starter, an effective writer with strong interest in social media and has a passion for higher education. The Digital Media Manager will lead efforts to strengthen the Board's social media presence with goals of increasing engagement with key audiences and building awareness among the Board's many constituencies.

Essential Functions

A review of this description has excluded the marginal functions of this job which are incidental to the performance of fundamental job duties. All duties or requirements are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instruction and to perform any other job-related duties requested by their supervisor. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

- Directing the Board's digital advocacy efforts to inform and engage stakeholders and relevant influencers
- Ensuring that social media activities are integrated into overall communications strategy and activities to improve online presence and engagement and support organizational objectives
- Supporting the Communications team in writing, editing, production, distribution and management of compelling editorial content
- Creating process and system for staying abreast of university system activities to translate into social media opportunities
- Ensuring overall brand consistency across all digital platforms by developing and maintaining graphic standards
- Creating and managing a weekly editorial calendar outlining strategic digital content
- Developing strategies to cultivate audiences, including developing and identifying new social media channels
- Managing social media effectively as part of crisis communication plan
- Tracking and reporting legislation impacting higher education utilizing a digital database
- Using metrics and analytics to gauge program success and improve campaigns and processes
- Coordinating highlights, tracking placements and managing media inquiries with the communications team
- Demonstrating a basic understanding of research, media list building and media tracking tools, such as Meltwater, Vocus/Cision, TVEyes, NetBase, TrendKite, NUVI, etc.
- Utilizing analytics and other measurement tools to assess the impact of the social properties and new media on overall communications strategy, including weekly impact measurement of social media content, reporting the results to staff as needed and compiling such information in reports
- Monitoring social media for news, trends and issues, state, regional and national, related to higher education and recommending and implementing strategies to combat or offset these issues in social media
- Communicating and executing social media standards, policies and rules of engagement for team members and for online guest-facing communities.
- Providing guidance and training across digital platforms as needed

Competencies

Social Perceptiveness Active Listening Reading Comprehension
Speaking Writing

Supervisory Responsibility

This position has no supervisory responsibilities.

Education and Experience

Holds a bachelor's degree in communications, journalism, public relations or related field. Has three to five years of experience in digital media.

Working Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Mental/Physical Requirements

- Excellent written and verbal skills, with strong experience in writing, editing and proofing
- Strong media relations skills with an understanding of social/digital media
- Working knowledge and comfort with social media monitoring and web analytics platforms, such as HubSpot, HootSuite, TweetDeck, Google Analytics, Omniture, Facebook Insights, Social Mention, NUVI etc. with proven ability to learn new technologies
- Working knowledge of social marketing and content distribution apps, such as HubSpot, GaggleAmp, Outbrain, etc.
- Working knowledge of public relations monitoring tools, such as Vocus/Cision, BurrellesLuce, Meltwater, etc.
- Working knowledge of HTML and CSS
- Working knowledge of Adobe Creative Suites, including InDesign, PhotoShop, Illustrator and Premiere Pro
- Ability to translate complex policy issues into well-written material for broad consumption
- Ability to multi-task and maintain focus on details

Position type and expected hours of work

This is a full-time position. Days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m.

Travel

Travel could be expected on a limited basis.

Confidentiality Statement

Employees of this department are prohibited from disclosing confidential and proprietary information of the employer and employees. This confidentiality obligation is effective while employed in this department and continues after termination of employment.

Application Requirements

Completed applications should include a current résumé; and names, address, e-mail address, and phone numbers of three (3) professional references. Review of applications will begin immediately and will continue until the position is filled. Women and minorities are encouraged to apply. To apply for this position, submit an official [IHL Application for Employment](#), along with the documents noted above to the following address:

**Mississippi Institutions of Higher Learning
Office of Human Resources
3825 Ridgewood Road
Jackson, MS 39211**

Applications may also be emailed to: hr@mississippi.edu or faxed to 601.432.6129.

For more information regarding IHL, visit our web site at www.mississippi.edu/ihl

The Board of Trustees of State Institutions of Higher Learning is an Equal Opportunity Employer.