Vacancy Announcement
Posting Date: February 25, 2016
Application Deadline: March 10, 2016

Position Title: Media and Marketing Specialist

Position Summary: The Media and Marketing Specialist, as a member of the public relations team, will help to design and produce creative initiatives to support the college’s brand, including website development, publications, digital marketing and multimedia projects. This member will also develop and monitor content for all social media platforms, identify news stories as well as provide photography and videography services and placement.

Required Qualifications:
1. Associate’s Degree or equivalent from a regionally accredited institution
2. Excellent computer skills and experience in Microsoft Office (Outlook Word, Excel and PowerPoint)
3. Experience in social media, including but not limited to Facebook, Twitter and YouTube
4. Able to operate photography equipment, including video, for producing communications used in media, PowerPoint, etc.
5. Excellent oral, auditory and written communication skills

Preferred Qualifications:
1. Bachelor’s degree in Public Relation, Marketing or a business related field
2. Familiarity with website design
3. Graphic design and advanced knowledge of Adobe Suite (InDesign, PhotoShop Illustrator)

Essential Job Functions:
1. Update events calendar, news posts, photo galleries and other timely content online.
2. Assist in website revision requests, and review website for proper performance.
3. Coordinate College social media sites including Facebook, Twitter, YouTube, and Instagram.
4. Maintain the college’s LED digital signage boards.
5. Assist in the development and writing of news stories and publications.
6. Assist with the College’s radio show.
7. Serve on college committees, as assigned.
8. Lift, carry and move heavy objects within safety limits.
9. Work a flexible schedule including evenings and weekends.
10. Travel to appropriate community and/or college events.
11. Assume other professional duties and responsibilities as may be assigned.

Salary:
Appropriate placement on State Salary Schedule E4

Projected Start Date: Immediate Placement
Application Procedure:
Applicants must meet eligibility requirements to work in the U.S. at time of appointment. All application materials must be submitted as a complete packet. It is the sole responsibility of the applicant to ensure his or her application packet is complete. If you are applying for more than one position, submit a complete set of information for each position. Once submitted, all application packets become the property of the College. Requests for copies of application materials will be denied by the College. Only applications received during the period of this announcement will be considered. The College will not accept application materials submitted electronically (fax, e-mail, etc.).

A complete application packet consists of:
- Cover Letter
- Completed Lawson State employment application. (application must be signed)
- Resume
- Official or unofficial transcripts from all colleges attended for which degrees have been granted. Degree(s) must be posted on transcripts. Official transcripts will be required prior to employment.
- Two signed letters of recommendation dated within one year AND
- One or more letter(s) from current or previous employer(s) verifying employment experience to meet minimum required qualifications. Letter must include employment dates and job title and be on official letterhead with an authorized signature.

Applicants who fail to submit a complete application packet will not be considered.

Application Closing Date:
Application packets must be received or postmarked by March 10, 2016. Hand-delivered application packets should be submitted by 4:30pm on the closing date. Packets delivered or postmarked after the deadline will not be considered. Application packets should be sent to:

Mrs. Janice McGee, Director
Human Resources Office
Lawson State Community College
3060 Wilson Road, S.W.
Birmingham, AL 35221

Other Information:
Applicants must adhere to the College's prescribed interview schedule and must travel at their own expense. The College reserves the right to withdraw this job announcement at any time prior to awarding.

Lawson State Community College is an equal opportunity employer. It is the official policy of the Alabama Department of Post-Secondary Education, including postsecondary institutions under the control of the State Board of Education, that no person shall, on the grounds of race, color, handicap, gender, religion, creed, national origin, or age, be denied the benefits of, or be subjected to discrimination under any program, activity or employment. Lawson State Community College will make reasonable accommodations for qualified applicants upon request.

In accordance with Alabama Community College System Policy and Guidelines, the applicant chosen for employment will be required to sign a consent form for a criminal background check. Employment will be contingent upon receipt of a clearance notification from the background check.