



Digital Communications Specialist

Point University is a Christian institution that educates our students within a Christian worldview so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries and nations than ever before.

The digital communications specialist is responsible for using digital media and electronic communication to communicate the University's marketing messages to its various target audiences, for increasing overall visibility of the University, and for producing content for publications, the website and various other communication channels.

Essential Duties

- Manage the University's website and work with other departments in the development of content and updating information.
- Write, edit and manage content across the University's digital platforms: social media, web and email, and contribute to print projects as needed.
- Provide photography and videography services for the University, including shooting/filming, photo/video editing and distribution.
- Inform and support the University's marketing and communications strategy as it applies to social media and web content to build engagement, brand awareness and support student recruitment and retention efforts.
- Keep abreast of technology, social media and analytics/measurement trends and provide recommendations for digital communications strategy and implementation.
- Assist in the establishment of new content channels on emerging platforms.
- Assist in the management of consistent marketing and communication of the University brand among all internal stakeholders.
- Provide departmental support regarding the development of graphics, print pieces, publications and email newsletters.

Requirements

- Bachelor's degree in communications, public relations, journalism, marketing or related field.

Skills Required:

- Self-starter who can work independently as well as collaboratively with colleagues.
- Excellent communication skills, including oral and written communication.
- Ability to anticipate media relations needs and envision new content ideas.
- Working knowledge of DSLR equipment and photography/videography skills.
- Working knowledge of Adobe Creative Suite and video software.
- Detail oriented, with the ability to manage multiple projects simultaneously.
- Strong interpersonal skills and customer service ethic.
- Ability to meet deadlines and high expectations for quality.

Skills Preferred:

- Previous experience in a higher-education environment.
- Experience with social media analytics, such as Google Analytics.