Hudson County Community College

Invites Applications for the Position of

**Digital Marketing Services Manager**

Hudson County Community College, just minutes from Manhattan with two state-of-the-art campuses in Jersey City and Union City, New Jersey, is an award-winning, comprehensive urban community college.

Fully accredited by the Middle States Commission on Higher Education, the College offers courses and classes in a wide variety of disciplines to the people and businesses of Hudson County, one of the most ethnically diverse and densely populated areas of the United States.

HCCC enrolls more than 15,000 students annually.  Students were born in 119 different countries and speak 29 different languages.  The College's student body reflects the diversity of Hudson County, with 55% Hispanic, 8% Asian, 15% African American and 12% Caucasian students. The College is a designated Hispanic-Serving Institution.

The College offers more than 60 degree and certificate programs, including nationally recognized ESL, Culinary Arts and Hospitality Management, Nursing, and STEM programs. The Culinary Arts program is ranked number six in the United States.  With 94% of graduates passing the NCLEX first time out, the HCCC Nursing program is among the highest performing two- and four-year programs in the nation.  In 2017 the Equality of Opportunity Project ranked HCCC in the top 5% of 2,200 U.S. higher education institutions for social mobility.

HCCC employs over 1,000 faculty and staff including 440 full- and part-time faculty.  Since 2008, HCCC has undergone a capital expansion of over $200 million.

**Position Summary:**

Reporting to the Director of Communications, the Digital Marketing Services Manager is responsible for overseeing and managing all multimedia requests and projects for the College.  He/She guides the marketing team and the College community in developing creative solutions that incorporate web, graphics, animation, photography, video, and other visuals for communication with the College's internal and external stakeholders.  The primary goal of this position is to enable interactivity and positive user experiences through mixed media, and to engage the College in new uses of technology to serve our students and community while keeping the College current in media trends and applications.

**Duties and Responsibilities:**

The Digital Marketing Services Manager will combine design and technical knowledge to create information and communication technology based products that entertain, educate or inform the user.

These include, but are not limited to: new media, social media, mobile marketing, websites, PowerPoint presentations, advertisements, video, and others.

Create and/or update email templates, microsites, website pages, and related web materials as required, ensuring consistency with College branding guidelines, under the direction of the Director of Communications.

Direct and/or develop short content pieces, optimized for search, as necessary.

Work with the Social Media Coordinator to direct, manage, and provide technical development of social media presence.

Manage the development of the Communications Department's graphic elements for use across the College.

Work with the Communications Coordinator in brand identity management and develop specifications and timelines for project requests.

Coordinate the production and use of media tools in support of HCCC's marketing plan and strategic communication initiatives; coordinate media tools for use and in coordination with other departments of the College.

Direct expansion and maintenance of the College's video and audio presence on the Internet by translating content into multimedia projects in video, audio, graphics, digital animation, HTML, and other formats.

Manage and develop deadlines, stay within budget and provide input to budget development, manage several projects at once, and work creatively in a team.

Coordinate projects and goals with the Communications Director in keeping with the College's strategic, marketing, and enrollment plans.

Plan and produce audio and video content for the College.

Shoot occasional video and still photography for use in projects.

Manage and maintain related equipment.

Collaborate with the Information Technology Services Division on applications across the College for maximum usage of video and electronic communications.

Coordinate and prepare messaging for digital signage.

Perform related duties as assigned.

**Minimum Qualifications:**

Bachelor's degree in marketing, graphic design, information technology, computer science or related field, with at least two years' work related experience. Higher education experience a plus.

**Skills and Knowledge:**

Working knowledge of internet and web technology, including social media, valid HTML, CSS, and Javascript, and experience working in a CMS environment.

Knowledge of video software Premier or Final Cut Pro.

Demonstrated ability to collaborate and work closely with editorial content, marketing and design teams.

Excellent verbal and written communications skills.

Ability to manage multiple projects simultaneously.

**To Apply:**

Send a letter of application, resume, salary requirements and names/contact information of three professional references to:

Via USPS:

Hudson County Community College
Office of Human Resources
70 Sip Avenue, Third Floor
Jersey City, NJ  07306

Via Email:
resumes@hccc.edu

For additional information about the College, please visit www.hccc.edu.  Employment opportunities at Hudson County Community College may be obtained at www.njherc.org, www.higheredjobs.com, and www.latinosinhighered.com.

As a New Jersey First Act Employer, new employees must establish a primary residence in New Jersey within one year of employment unless an exemption applies.

**HCCC IS AN EEO/AA EMPLOYER.**

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