## 

**COMMUNICATIONS COORDINATOR**

**Student Employment**

**Title: College – Communications Coordinator**

**Student Supervisor: Tyler Theodore and Meagan Coughlin**

**Hiring Manager Contact: Meagan Coughlin -** [**meagan.coughlin@salem.edu**](mailto:meagan.coughlin@salem.edu)

**Position Status: *Part-Time / Academic Calendar (Operates on Semester Schedule)***

**Classification: Non-Exempt**

**Reviewed/Revised: *June 2024***

**$9.00 per hour for up to 8 hours per week for a maximum of 10 weeks per semester**

**About Salem Academy and College**

Salem Academy and College is the oldest continuously operating educational institution for girls and women in the country. Since 1772, the institution has engaged in transformational change to innovate women’s education. Founded with the mission of making education accessible to all, Salem has a rich 252-year-old history and a long-standing track record of educating students who are prepared to make a bold impact locally, nationally and globally through liberal arts education. Our graduates are committed to making the world a better, healthier and more equitable place. Salem College is the nation’s only liberal arts college exclusively dedicated to developing the next generation of health leaders.

**Position Summary**

The communications coordinator student position will assist the marketing and communications (MarCom) team with three primary responsibilities to include graphic design, taking photos and developing content for social media, and developing content for MySalem. The student will help field graphic design requests from campus and design graphics in Canva for things like flyers, email banners, social media graphics, and more. The student will attend student events and campus events and take pictures that will be used on social media. The student will also help develop content that will be updated on the institution’s MySalem page to highlight current events and news to Salem’s faculty and staff.

**Essential Duties and Responsibilities**

* Respond to graphic design requests and create materials in Canva in line with brand standards
* Attend student and campus events to take pictures that will be used on social media
* Work with the executive director of MarCom to write and create content for MySalem
* Develop a plan on how to organize campus photos into one central repository and organize photos into categories and labels like events, students, alums, and more

**Required Qualifications**

* Ability to use Canva and create designs within brand guidelines
* Comfortable attending student and campus events and using a personal phone or camera (or the department’s iPad or camera) to take quality photos that will be used on social media
* Ability to use Google Sites to update MySalem
* Some experience writing content that is engaging, informative, and interesting for an internal institutional employee site
* Ability to work with multiple online photography platforms like Flickr, Dropbox, Google Photos, and others

**Physical Functions**

While performing the responsibilities of the **Communications Coordinator**, the employee is required to sit for varying lengths of time; bend, reach, lift, push, and pull up to 25 pounds; occasionally stand, walk, and kneel and regularly ascend/descend stairs; use hands and fingers to handle or feel and manipulate keys on a keyboard; perform extended periods of work at a computer workstation, view a computer monitor; perceive sounds at normal speaking levels with or without correction, and receive detailed information through oral communication; express and exchange ideas by means of spoken word; and work in an office setting.

*Salem College is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, national origin, age, religion, disability status, sex, sexual orientation, gender identity, veteran status, pregnancy, or any other characteristic protected by law.*

*Print Name Employee Signature Date*