



## **Assistant Director of Marketing for Social Media and Design**

Franklin College seeks an innovative Assistant Director of Marketing for Social Media and Design to coordinate and execute the college's social media strategy and assist with updating website content and design and some graphic design. Reporting to the Director of Marketing, the Assistant Director will be responsible for creating social media posts on Twitter, Facebook and Snapchat. The role is creative, detail oriented and "on the pulse" of social media for 15-22 years old. A strong understanding of social media campaigns and analytics is required. The individual will assist with updating the campus website content and design. Position may do some writing and photography as needed.

Qualifications include a Bachelor's degree in Multimedia Journalism, Public Relations, Communications or similar field is required. Knowledge of Adobe Creative Cloud, (including InDesign, Photoshop and Illustrator), WordPress. Strong organizational, communication and interpersonal skills along with the ability to multitask are critical. This twelve month, exempt position will help Franklin College's Office of Marketing and Communications.

Excellent benefits package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for employees and their family. Review of applications will begin immediately and continue until the position is filled. Qualified candidates may send (electronic preferred) their cover letter and resume, and 3 professional references to:

Office of Human Resources  
Franklin College  
101 Branigin Boulevard  
Franklin, IN 46131  
[humanresources@FranklinCollege.edu](mailto:humanresources@FranklinCollege.edu)  
[www.FranklinCollege.edu](http://www.FranklinCollege.edu)

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