



MESALANDS COMMUNITY COLLEGE

Position Announcement

POSITION:	Public Communication and Social Media Specialist
FULL-TIME/PART-TIME	Full Time
FLSA EXEMPT POSITION:	No
POSTED:	02/21/2022
START DATE:	Negotiable
LOCATION:	On campus
SUPERVISOR:	Director of Marketing, Advertising, and Graphic Design
DIVISION:	Communication and Public Relations

Summary:

Mesalands Community College is seeking a full-time Public Communication and Social Media Specialist. The College is hiring an accomplished Public Communication (Writer/Reporter) and Social Media Specialist as a member of the Creative Team reporting to the Vice President for Communication and Public Relations. The Public Communication and Social Media Specialist must exhibit imagination and innovation and competent to work creatively with the College brand. In collaboration with the Vice President of Communication and Public Relations and Director of Marketing, Advertising and Graphic Design, the Specialist will be responsible for preparing written media releases, writing and reporting on College events for the media and the website, preparing and formatting handbooks, manuals, and text for advertising and marketing, and maintaining a vibrant and robust presence of the College across several social media platforms. The Designer must be experienced in working under pressure and with tight deadlines and collaboratively within a Creative Team that includes the Vice President for Communication and Public Relations, Director of Marketing, Advertising, Webmaster, Public Communication and Social Media Specialist, and Graphic Design. The Specialist will plan and execute comprehensive and timely strategies that advances MCC's mission and strategic goals with College stakeholders informed by the College's core values: integrity, excellence, empowerment, inclusiveness, collaboration, and stewardship.

All employees have competitive salaries, excellent benefits and potential for growth.

The Public Communication and Social Media Specialist accountable for the following duties:

- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Reports on College functions and newsworthy events.
- Obtains approval of concept by submitting rough layout for approval.
- Prepares finished draft for dissemination for public communication.
- Prepares final layout by proofreading finished copy and art for colors, sizes, spelling, errors, fonts and logo specs.

- Willing to work after hours occasionally, as needed
- Contributes to Creative Team effort by accomplishing related results as needed
- Able to solve problems
- Site Surveying
- Meeting with customers off-site
- In-House marketing / design
- In collaboration with the Webmaster, in-House website text design / updating
- Answering Creative Team phone system

Qualifications:

Minimum Qualifications: The successful candidate must meet the following criteria:

- Requires an Associate's Degree in Journalism, Technical Writing, English, Communications, Media, or related field conferred by a regionally-accredited institution.
- Must have two years experience as an editor, principle writer, journalist, or media professional.
- Must have two years experience with extensive use of social media or marketing and advertising using social media
- Must have impeccable writing and reporting skills and must have an impeccable mastery of English, grammar, and punctuation. (Candidates will be required to prepare an impromptu writing sample)
- Must have highly effective and demonstrated organization skills.
- Must possess professionalism and exemplary communication and presentation skills.
- Must be committed to student success and access.
- Must contribute to the positive spirit of MCC through an engaging, fun, and welcoming demeanor with students, colleagues, staff, and the community

Preferred Qualifications:

- Preference for candidates who have a Bachelor's Degree in Graphic Design or Graphic Art or a related field conferred by a regionally-accredited institution. (Base salary with a Bachelor's Degree is \$25.00 per hour and Base salary with a Master's Degree is \$30.00 per hour.)
- Preference to candidates who are bilingual in English and Spanish.

Language skills:

Strong verbal, written, and interpersonal skills a must. Ability to read and interpret texts related to the discipline; documents such as safety rules, operating and maintenance instructions; and procedure manuals. Ability to write required reports and correspondence, and memos. Ability to effectively present information to individuals and groups of students and others from within Mesalands Community College and out in the community.

Mathematical skills:

Ability to perform basic mathematical functions.

Reasoning ability:

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Technology skills: Computer Competency; Capable of applying and maneuvering within various software packages including but not limited to Microsoft Windows, Microsoft Word, Microsoft Outlook, and Internet.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is required to walk, stand, sit; use hands to handle or feel objects, tools, and controls; reach with hands and arms; stoop, kneel, and lift; and talk and hear. The employee must regularly lift and/or move up to 25 pounds and occasionally lift and/or move up to 75 pounds, depending on the discipline area.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment from low to high. Job performed indoors in a classroom and studio environment with adult students.

About Mesalands Community College:

According to CNBC, Mesalands is the 9th best community college in the nation and is organizationally active with the American Association of Community Colleges, American Community College Trustees, and the League of Innovation as well as a number of state and local organizations. MCC is ranked in the top 2.9% of all community colleges in the US, 11th most affordable community college in the US, and 2nd best community college in New Mexico. Mesalands is fully-accredited by The Higher Learning Commission and the MCC staff includes members of the HLC Peer Review Corps.

Mesalands Community College is in Tucumcari, New Mexico nestled among the beautiful mesas of eastern New Mexico on Interstate 40 between Albuquerque, NM and Amarillo, TX and along historic Route 66. Outdoor opportunities abound with lakes, hiking, and mountains. Historic Tucumcari is a small, rural, affordable town with mid last century accents, top ranked local restaurants, and a small-town friendly charm. Mesalands is a small comprehensive community college where everyone works as a team for student success and access and is a residential institution attracting, not only local students, but students from across the nation and abroad. MCC is home of the North American Wind Training and Research Center, the Center for Innovation for Renewable Energy (wind, solar, and stored energy), the wind energy training program is ranked in the top 3 in the nation, the agricultural programs are ranked in the top 10 in the nation, a vibrant paleontology program, ranked 3rd nationally, hosts the Mesalands Dinosaur Museum of finds from local excavations. In addition to a range of associate of arts degrees, ideal for transfer, MCC offers numerous occupational/technical associate of applied science degrees in a wide range of areas including cowboy arts, silversmithing, agribusiness, Farrier, and ranch sciences embrace the southwestern culture. MCC hosts the Mesalands University Center where, through partnerships with Universities, students may begin at Mesalands, earn a microcredential, certificate, or degree, and transfer on-campus into the University Center where they may complete bachelors, masters, and doctoral degrees without leaving the Mesalands campus. Mesalands is a member of the NJCCA Athletic Conference for golf and cross country and NJCCAE for eSports. MCC is the proud home of nationally-ranked rodeo. MCC is a Hispanic Serving and Rural Serving Institution, a member of

Excelencia in Education, Hispanic Association of Colleges and Universities, and a leader in student success and access through guided pathways.

Closing Date:

The position is open until filled with first review of applications will begin immediately.

To Apply:

Applicants must submit: 1) a cover letter to also include the names of the various social media platforms with which you are accustomed and use; 2) a resume; 3) a completed Mesalands Community College Employment Application; 4) unofficial copies of college transcripts, and 5) A two-page (double spaced) writing sample describing Mesalands Community College. References and former employers will be contacted. Applicants will be notified if selected for an interview. Search may be extended if additional candidates are needed.

Mailed or fax applications will not be accepted. Use the following link to complete the Mesalands Community College Employment Application and attach required documents.

<https://www.mesalands.edu/faculty-and-staff/employment/>

Non-Discrimination Statement:

Mesalands Community College (MCC) is committed to creating and sustaining a community that celebrates individual differences and diversity. We are dedicated to improving access to equal opportunities to all persons. MCC is dedicated to eliminating discrimination and prohibits discrimination against any person based upon their race, age, religion, color, national origin, ancestry, sex, sexual orientation, gender identity, spousal affiliation, pregnancy, childbirth, condition related to pregnancy or childbirth, physical or mental disability, serious medical condition, or veteran status in violation of the law, in its educational programs, activities or employment