



FLETCHER TECHNICAL COMMUNITY COLLEGE

Marketing Coordinator

- Manages the College's social media accounts and creates and disseminates press releases and media advisories.
- Manages the College's Recruit system to ensure that the college brand and effective communication and are being sent to perspective students.
- Assist the Student Success Center with the creation of a comprehensive communication plan to run through Drop Out Detective.
- Assists with the upkeep of Fletcher's website.
- Creates graphics for the promotion of programs, student organizations, and events both on and off campus as part of the overall comprehensive message being used within the community in regards to the College's brand.
- Works with a marketing firm to develop a marketing campaign strategy, new initiatives, creative message / graphic development and deployment to achieve objectives supporting the overall image of the college.
- Works with marketing firm to manage the full scope of activities related to the development and dissemination of a variety of marketing and communication tactics and materials publications, videos, events, promotional partnerships, brochures and other printed collateral, print, TV, radio, and outdoor advertisements, Internet marketing, direct mailings, talking points, scripts, image development and design, research, and/or other applicable items.
- Confers with department directors, committees, managers, and staff teams to provide marketing consultation. Assesses products and programs and makes recommendations for marketing programs. Develops related strategies and provides training on how to implement strategies with marketing firm.
- Assists the Fletcher Foundation with graphic design, the website, campaigns, and marketing collateral.
- Represents the College at state, regional and national meetings related to areas of marketing, media, and public relations.
- Performs other duties as assigned by the Executive Director of Enrollment.

Qualifications: Bachelor's Degree in Communications, Marketing or related field; Bachelor's Degree may be substituted with a related Associate's Degree and 5 years applicable experience. Graphic design experience is preferred.

Reports To: Executive Director of Enrollment

Fletcher Technical Community College is an Equal Opportunity Employer in compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973, this Educational Agency upholds the following policy: Fletcher Technical Community College campuses assure equal opportunity for all qualified persons without regard to race, color, national origin, gender, gender identity, age, religion, qualified disability, marital status, veteran's status, political affiliation, sex or sexual orientation in its hiring or employment practices or in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Each campus welcomes handicapped individuals and has made buildings accessible to them.

Title IX Coordinator:

Director of Human Resources (985)448-7929 or (985)448-7930
1407 Highway 311
Schriever, LA 70395

Qualified applicants should submit Resume, [Employment Application](#), and Transcript(s) to:

hr@fletcher.edu

or

**Fletcher Technical Community College
Human Resources
1407 Highway 311
Schriever, LA 70395**

Application Instructions can also be located at www.fletcher.edu under Employment.