

CONTENT AND DIGITAL MEDIA COORDINATOR

Franklin University Switzerland seeks a Content and Digital Media Coordinator to work with the marketing team to create effective content in line with the marketing strategy, the university mission and the university goals.

The ideal candidate will have a mix of skills in user experience, design, digital production and project delivery. To be successful in this role, he/she will have a solid experience with managing digital content and social media channels, high copywriting skills, and deep knowledge of written, verbal and visual communication.

The candidate should be able to create both digital and offline content: from a blog post to a video for the YouTube channel, from a leaflet to Instagram stories.

The job requires the ability to use imagination and creativity to produce clear, concise, and engaging digital and traditional content.

This position reports directly to the Director of Marketing and Digital Strategy.

Responsibilities:

- Content research and creation – finding the right videos, photos, articles for outbound campaign efforts across all relevant social and digital channels (including website), as well as offline channels and marketing collaterals;
 - Curate and develop channel-specific content and native social media campaigns that drive engagement within the community, while maintaining brand voice and supporting relevant initiatives;
 - Create video / interactive / animated content for social and other digital platforms as well as content for offline assets and collaterals that support brand campaigns and product launches;
 - Conceptualize and create engaging social media content (including but not limited to photos/videos, GIFs, stories, motion graphics, images, graphics) to illustrate brand messaging, marketing initiatives and campaigns, with the ultimate purpose of increase quality leads and foster conversions;
 - Work with the marketing team to review, rewrite and repurpose the website content in line with the content strategy, the SEO strategy and the brand message;
 - Work with the marketing team on the day-to-day execution of social media campaigns and editorial plans in line with the department objectives;
 - Support Media Relations in research and contact list curation for press outreach;
 - Propose real-time content based on digital trends and relevant social conversations, and industry's best practices as to keep the digital strategy always up to date;
 - Perform other duties as assigned, consistent with this position, the department's goals and the University's mission.
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Qualifications:

- BA in Communications, Marketing, Publishing or a related field strongly preferred.
- 2-3 years of managing social media.
- Excellent mastery of the English language – American-English preferred.
- Experience in storytelling and the creation of engaging content that creates a call to action for audiences across multiple audiences and digital platforms. **Samples required**
- High degree of proficiency in Adobe Creative Suite, including Illustrator, InDesign, Photoshop, After Effects, Sparks and content creator platforms such as Promo, Animoto etc. **Samples required**
- Excellent writing, copyediting and proofreading skills. **Samples required**
- Understand web writing and web language, (HTML, CSS, SEO techniques)
- Proof records of social media management and engaging techniques (including but not limited to Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube).
- Exceptional communication, time management and organizational skills with ability to manage multiple projects simultaneously
- Strong work ethic, results-oriented, and proactive with excellent teamwork, interpersonal skills, and friendly disposition
- Curious and fluent in the latest digital trends, e-commerce and technology in general
- Able to work in a high energy, fast-paced environment.
- Able to give and receive constructive critique

About Franklin:

Franklin University Switzerland is a private, independent University recognized and accredited in Switzerland and the United States. It offers a unique and innovative approach to Liberal Arts education, characterized by an emphasis on international exposure and experiential learning in a diverse environment and a unique semiannual program of credit-bearing, faculty-led international travel.

How to Apply

Applications should include a letter of interest, the required samples, a CV, and the names and contact addresses for three referees.

Please apply electronically to **cdcsearch@fus.edu**.
Applications will be reviewed upon submission.

Anticipated start date: as soon as possible.

Please note that due to Swiss visa and work permit regulations, applications from Swiss or EU nationals will be given priority in the evaluation process.

Franklin University Switzerland is an Equal Opportunity Employer.