

**Social Media + Digital Marketing Coordinator  
Rhode Island School of Design**

Direct Link: <https://www.AcademicKeys.com/r?job=121483>

Downloaded On: Jun. 19, 2019 1:43am

Posted Mar. 27, 2019, set to expire Jul. 27, 2019

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| <b>Job Title</b>            | Social Media + Digital Marketing Coordinator  |
| <b>Department</b>           | Continuing Education  |
| <b>Institution</b>          | Rhode Island School of Design<br>Providence, Rhode Island                                 |
| <b>Date Posted</b>          | Mar. 27, 2019   |
| <b>Application Deadline</b> | Open until filled   |
| <b>Position Start Date</b>  | Available immediately   |
| <b>Job Categories</b>       | Coordinator   |
| <b>Academic Field(s)</b>    | Communications/Public Relations   |
| <b>Job Website</b>          | <a href="http://careers.risd.edu/postings/2107">http://careers.risd.edu/postings/2107</a> |

**Apply By Email**

**Job Description**

RISD is an equal opportunity employer offering a supportive, collegial and inclusive work environment and a competitive benefits package. The College seeks a Social Media + Digital Marketing Coordinator to join the RISD Continuing Education (RISD CE).

Under the direction of the Enrollment Marketing Manager, the Social Media + Digital Marketing Coordinator will actively engage multiple audiences via social and digital to increase visibility, interactivity, brand awareness and ultimately, the enrollment. This position develops, recommends, and implements comprehensive social media and digital marketing campaigns to drive enrollment. The Coordinator develops, curates and maintains the department's daily social media channels to drive users to the department's website, enhance the RISD CE brand, promote events and programs, recruit students, increase the sense of connection to RISD CE in its extended community, and ensure that communications are aligned with the school's brand messaging and policies. The Coordinator develops digital advertising campaigns, including ad creation and placement, setup and development. This position creates compelling digital content that produces high-response and optimal search

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results, driving enrollment goals. The Coordinator also provides operational and administrative support for, and assists in, the planning, coordination and implementing of a variety of marketing and public relations related logistics, activities and projects. The ideal candidate works best in fast-paced, collaborative environment and under tight deadlines. The Coordinator must be able to balance multiple projects and competing priorities, while maintaining composure and strong relationships.

### **Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### **Contact**