

**Digital Content Creator/Editor  
Central Oregon Community College**

Direct Link: <https://www.AcademicKeys.com/r?job=260748>

Downloaded On: Aug. 6, 2025 5:52am

Posted Aug. 5, 2025, set to expire Aug. 24, 2025

**Job Title** Digital Content Creator/Editor  
**Department** Marketing and Public Relations  
**Institution** Central Oregon Community College  
Bend, Oregon

**Date Posted** Aug. 5, 2025

**Application Deadline** 08/24/2025  
**Position Start Date** Available immediately

**Job Categories** Classified Staff

**Academic Field(s)** Graphic Design/Marketing  
Communications/Public Relations

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**Job Description**

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**Digital Content Creator/Editor**

**Position Number:** B1141PD

**Starting Wage/Salary:** \$27,810 - 31,500 plus exceptional benefits

**Close Date:** 08/24/2025

**Primary Purpose:**

In this role, you'll bring Central Oregon Community College to life through storytelling that connects,

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inspires and informs. As the Digital Content Creator and Editor, you'll be part of the Marketing and Public Relations team and you'll lead the charge in producing eye-catching and engaging photo, video and multimedia content. From social media to print publications, your work will support student recruitment, engagement and success, while showcasing the incredible people, programs and energy that make COCC special. You'll collaborate with teams across the College including Admissions and Records, Student Life and Community Education to craft content that aligns with COCC's voice: welcoming, empowering and student-focused.

### **Essential Duties and Responsibilities:**

#### **What You'll Be Doing**

No two days are alike, but here are some key ways you'll make an impact:

- You'll create and share visual stories—from filming and editing videos to taking professional photos and designing multimedia content for COCC's social media channels, website and marketing materials.
- You'll follow trends and use your digital savvy to create content that resonates with COCC's audiences, especially prospective and current students.
- You'll schedule and manage posts using Hootsuite to keep our social media presence active, engaging and consistent.
- You'll make print look great, too, by providing images for magazines, flyers and other materials that reflect COCC's style and values.
- You'll upload, organize and maintain digital assets in PhotoShelter to ensure easy access to COCC's photo archive.
- You'll attend campus and community events across all four campuses to capture the COCC experience in real time.
- You'll ensure content meets accessibility standards and aligns with COCC's brand and community values.

### **Knowledge, Skills, and Abilities:**

Individuals must possess these knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the duties and responsibilities of the job, with or without reasonable accommodation, using some other combination of skills and abilities. The individual is expected to follow College work rules and policies.

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- Demonstrated knowledge and understanding of digital content creation.
- Fluency in social media platforms, specifically TikTok, Instagram, and YouTube, and a strong familiarity with these platforms respective audiences, optimal tactics, trends, and best practices.
- Demonstrated proficiency in video and photo editing and a familiarity with a variety of editing software.
- Demonstrated proficiency in developing digital content using an iPhone, GoPro, and similar portable, personal digital camera devices.
- Proficient in core videography and photography principles, with expertise in utilizing various camera equipment for content creation.
- Ability to design and create visually compelling graphics for social media, websites, and other digital platforms using tools like Canva and Adobe Creative Suite.
- Familiarity with basic digital marketing practices, including paid advertising on social platforms, email marketing campaigns, and influencer collaborations.
- Excellent copywriting skills in English.
- Knowledge of SEO best practices website analytics, and social media reporting.
- Ability to work independently and manage multiple projects simultaneously.
- Strong interpersonal, collaboration, organizational, and oral and written communication skills.
- Strong attention to detail and the ability to meet tight deadlines.
- Ability to communicate effectively with students, staff, and faculty from diverse backgrounds.
- Ability to manage conflicts within and/or between groups and to work in a team environment.
- Ability to develop strong working relationships with people from different cultural backgrounds and other aspects of human diversity.
- Ability to use software programs and database systems, which include Microsoft Office Suite, email, and office equipment.

### **Minimum Requirements:**

#### **Education:**

- Associate degree.

#### **Experience:**

- Two years of professional work experience in multimedia content production, including photography and videography, or relevant experience.
- Two years of social media management, or related experience.

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**Preferred Qualifications:**

**Education:**

- Associate degree in a related professional field.

**Experience:**

- Experience creating original, platform-specific written copy and video content specifically for brands/organizations social media networks.
- Fluency in Spanish.

**To apply, visit <https://jobs.cocc.edu/postings/11519>**

The goal of Central Oregon Community College is to provide an atmosphere that encourages our faculty, staff and students to realize their full potential. In support of this goal, it is the policy of Central Oregon Community College that there will be no discrimination or harassment on the basis of age, disability, sex, marital status, national origin, ethnicity, color, race, religion, sexual orientation, gender identity, genetic information, citizenship status, veteran or military status, pregnancy or any other classes protected under federal and state statutes in any education program, activities or employment. Persons with questions about this statement should contact Human Resources at 541.383.7216 or the Vice President for Student Affairs at 541.383.7211.

This policy covers nondiscrimination in both employment and access to educational opportunities. When brought to the attention of the appropriate parties, any such actions will be promptly and equitably responded to according to the process outlined in general procedures sections N-1, N-2, or N-3.

In support of COCCs EEO statement, bilingual fluency in English and Spanish is considered a plus, along with experience working in a diverse multicultural setting.

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**Contact Information**

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

**Contact**

Marketing and Public Relations  
Central Oregon Community College

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