



Illinois Association for College Admission Counseling
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(847) 567-6202 | iacac@iacac.org | www.iacac.org

Digital Marketing Coordinator

The Digital Marketing Coordinator will support the organization's efforts by managing digital marketing campaigns and designing engaging graphics. This Coordinator will support the Executive Director on IACAC communication management workflow. This position will be responsible for elevating IACAC through social media, print and digital media, and other communications and marketing avenues. The Digital Marketing Coordinator is responsible for supporting the stability and availability of IACAC digital products. This position supports the day-to-day operations and troubleshooting of IACAC's various digital content platforms and the creation and maintenance of other IACAC digital products. This position supports the Executive Director in implementing and managing new and existing digital products. Under the direction of the Executive Director this position will publish and maintain web pages for digital products as well as provide front-line technical support for IACAC stakeholders and support for all digital products. This position is part-time and fully remote.

DUTIES & RESPONSIBILITIES

Social Media Management and Design

Manage IACAC's social media platforms - currently, Facebook, Twitter (X), Instagram, and LinkedIn.

Create, curate, schedule, and manage social media posts, accommodating best practices and needs, such as communication campaign deadlines for IACAC events.

Develop original, high-quality, and captivating content, including filming short-form videos.

Work with the Executive Director to expand cutting-edge techniques utilizing members only community and social media to connect with and engage members.

Monitor and evaluate analytics and provide quarterly reports to continuously identify areas for improvement.

Present and attempt new or innovative social media campaigns.

Keep up to date with trends and best practices in social media.

Digital Operations

Provide front-line point of contact for digital stakeholders, including IACAC staff, institutional administrators, individual members, and vendors

Help oversee the submission of requests for changes to the website and other digital products

Schedule and perform spot checks of all digital products ensuring they are accessible to subscribers

Document and report any quality or access issues and escalates to Executive Director and vendor, as necessary

Review web traffic reports using vendor report products and Google Analytics and provides monthly reports to Executive Director

Perform administrative tasks related to platform maintenance, including informing stakeholders regularly on status of projects and contributing to ongoing technology assessments

Provide support to the launch and maintenance of all digital products and new feature development

Lend support to maintaining the integrity of digital products through the life cycle

Under the direction of the Executive Director, assist with the development of digital products and other digital platforms

Assist in testing and launching products, this includes troubleshooting and reporting issues and bugs

Exercise judgment to choose a work method/procedure and to schedule tasks appropriately to meet guidelines and deadlines

Maintain relationships that span levels internally and externally and center on collaborative work efforts

Stay current on evolving technologies related to associations like IACAC

Participate in ongoing training and monitor industry literature

Attend professional/industry meetings, participate in seminars, network with industry colleagues, as warranted

Share knowledge with IACAC colleagues; set up demos for promising vendors, technologies, etc.

Demonstrate a full understanding of the work or project team's relationships and responsibilities

Demonstrate a thorough working knowledge of policies, procedures, and terminology of the related field

Design for Print and Digital

With support from the Executive Director, design print and digital IACAC reports and materials, including annual reports, infographics, and slide decks.

Support a strong brand voice and identity, including an update of brand guidelines and ensuring that IACAC brand guidelines are upheld in both internal and external projects.

Work with the Association's printer and occasionally other printers to request quotes for printing and coordinate the delivery and mailing of

materials. Final approval for printing services must be submitted to the Executive Director.

Write and edit content, including the monthly email newsletter, articles, and member stories

Additional Responsibilities

Identify opportunities for growth and innovation in marketing and communicating about IACAC'S resources and programs.

Work with the Executive Director to develop consistent imagery and language across platforms to maintain a voice, look, and feel for IACAC online.

Work with the Executive Director to maintain the editorial calendar.

QUALIFICATIONS

Associate's or Bachelor's degree preferred

2-4 years' experience in digital content creation, social media marketing, communications, and/or graphic design

Proficiency with one or multiple design programs

Desire to drive forward the organization's mission

Ability to balance workload with short- and long-term project deadlines and address changing priorities

Exceptional written and verbal communication skills, ability to creatively solve problems, and strong project management skills are essential

Ability to work independently and be forward-thinking, well-organized, and self-motivated with a strong collaborative spirit

Interpersonal skills with the ability to work cooperatively and respectfully with a diverse membership of 2,000 professionals.

Organized, demonstrates attention to detail, creative, adaptable.

Is trustworthy and confidential in IACAC matters.

A mindset for helpfulness and service to board members, organization members, committee chairs, staff, other independent contractors, and sponsors.

Demonstrate professionalism via email, on phone and in IACAC meetings

Estimated hours: 20-30 hours per week; seasonal peaks aligning with academic calendars

Estimated salary: \$25,000-\$30,000

START DATE: JULY 2024

TO APPLY: Please send the information below to Erin Hoover, Executive Director, at ehoover@iacac.org by May 24, 2024 or as soon as possible:

- Resume
- Brief cover letter explaining relevant experiences and skills
- Digital samples of original work