

# **LOUISIANA COMMUNITY AND TECHNICAL COLLEGE SYSTEM POSITION ANNOUNCEMENT**

## **COORDINATOR FOR CAREER PATHWAYS AND SOCIAL MEDIA**

The Louisiana Community and Technical College System (LCTCS) is now taking applications for one Coordinator for Career Pathways and Social Media to be domiciled in Baton Rouge.

### **SUMMARY:**

This is an unclassified position reporting to the LCTCS Vice President for Student Services and Student Financial Assistance.

The Coordinator for Career Pathways and Social Media provides leadership in the area of social media for the Louisiana Community and Technical Colleges. This position will be responsible for actively engaging prospective and current students, as well as, community partners through the implementation of a comprehensive social media strategy. The successful candidate will have an extensive understanding of social media and its use in educating constituencies about student services and the technical and community colleges throughout the state. It is imperative that the candidate possess the ability to think strategically, while also ensuring the effective management and implementation of the social media plan.

**Duties and Responsibilities:** The Coordinator for Career Pathways and Social Media will:

- Create and implement a comprehensive social media strategy for identified student populations, community and business and industry partners.
- Develop a social media strategy to enhance the communication of available student services to current and prospective students.
- Communicate extensively with a variety of stakeholders across the State.
- Maintain awareness of new and alternative ways to leverage social media activities.
- Supervise students engaged in participating in social media on behalf of the Colleges.
- Coordinate with social media specialists at colleges throughout the System.
- Coordinate with business and industry partners in collaborative social media activities.
- Monitor trends in social media tools and applications and appropriately apply that knowledge to increasing the use of social media by LCTCS institutions and stakeholders.
- Strategize with and educate individuals on incorporating relevant social media techniques into the corporate culture, programs and services.
- Provide benchmarking goals and continually measure the impact of social media.
- Perform other duties as assigned

**Minimum Qualification Requirements:**

- A baccalaureate degree in Mass Communication, English, Information Systems, Business or related field from an accredited university

**Required Knowledge, Skills and Abilities:**

- Advanced knowledge and understanding of social media and networking platforms
- Ability to think both critically and creatively
- Strong interpersonal skills
- Excellent written and oral communication, public speaking, presentation and facilitation skills
- Strong project management skills
- Ability to work independently
- Ability to synthesize large amounts of data into actionable information
- Ability to communicate effectively with a wide variety of audiences.

**Compensation:**

Compensation will be dependent upon education and work experience. For more information about the Louisiana Community and Technical college System, visit [www.lctcs.edu](http://www.lctcs.edu).

**Application Instructions:**

Applicants for this position should submit 1) a cover letter, 2) resume and 3) the names and contact information of three work-related references to: Assistant Director of Human Resources, Louisiana Community and Technical College System, 265 S. Foster Drive, Baton Rouge, LA 70806 or via email to [fkillen@lctcs.edu](mailto:fkillen@lctcs.edu)

Applications will be accepted until position is filled.