



Hudson County Community College

Invites Applications for the Position of

**Digital Marketing Services Manager**

Hudson County Community College, just minutes from Manhattan with two state-of-the-art campuses in Jersey City and Union City, New Jersey, is an award-winning, comprehensive urban community college. The Jersey City Campus is located in Journal Square, in the shadows of the Statue of Liberty and adjacent to a major subway station and transportation hub, while the North Hudson Campus in Union City is located adjacent to a vital light rail station.

Fully accredited by the Middle States Commission on Higher Education, the College offers courses and classes in a wide variety of disciplines to the people and businesses of Hudson County, one of the most ethnically diverse and densely populated areas of the United States.

HCCC enrolls more than 12,000 credit students annually. Students were born in 119 different countries and speak 29 different languages. The College's student body reflects the demographics of Hudson County, with 55% Hispanic, 8% Asian, 15% African American and 12% Caucasian students. The College is a designated Hispanic-Serving Institution.

In 2017 the Equality of Opportunity Project ranked HCCC in the top 5% of 2,200 U.S. higher education institutions for social mobility. The College offers more than 60 degree and certificate programs, including nationally acclaimed ESL, Culinary Arts and Hospitality Management, Nursing, and STEM programs. The Culinary Arts program is ranked number eight in the United States. With 94% of graduates passing the NCLEX first time out, the HCCC Nursing program is among the highest performing two- and four-year programs in the nation.

The College has been recognized with regional and national awards, including the American Association of Community College Awards of Excellence for Advancing Diversity, Student Success, and Exemplary CEO/Board Relationships; Association of Community College Trustees Equity, Chief Executive, and Professional Board Staff Member Awards; Association of College and Research Libraries Excellence in Academic Libraries Award (the only NJ institution ever to be so honored); National Tutoring Association Excellence Award; and New Jersey Business & Industry Association Good Neighbor Awards, among others.

HCCC employs over 1,000 faculty and staff including 440 full- and part-time faculty. Faculty and staff are represented by the Professional Association, Support Staff Federation, Academic Administrators Association and Adjunct Faculty Federation. Since 2008, HCCC has undergone a capital expansion of over \$200 million, and the College now owns more than 12 state-of-the-art facilities it has constructed and/or fully renovated.

Reporting to the Director of Communications, the Digital Marketing Services Manager is responsible for overseeing and managing all multimedia requests and projects for the College. He/She guides the marketing team and the College community in developing creative solutions that incorporate web, graphics, animation, photography, video, and other visuals for communication to the College's internal and external stakeholders. The primary goal of this position is to enable interactivity and provide positive user experiences through mixed media and to actively engage the College in new uses of technology to serve our students and community while keeping the College current in media trends and application.

**Duties and Responsibilities:**

The Digital Marketing Services Manager will combine design and technical knowledge to create information and communication technology based products that entertain, educate or inform the user. These include, but are not limited to: websites, PowerPoint presentations, advertisements, videos, social media, and mobile marketing strategies.

Direct, manage and/or update email templates, microsites, website pages, and related web materials as required, ensuring consistency with College branding guidelines, under the direction of the Director of Communications.

Direct and/or develop short content pieces, optimized for search, as necessary.

Direct, manage and provide technical development of social media presence.

Manage the development of the Communications Department's graphic elements to optimize photos and other graphical elements for use in application across the College. Work with Communications Coordinator to assure a uniform consistency across the College and for external use.

Work with the Communications Coordinator in brand identity management and develop specifications and timelines for project requests (both print and online).

Coordinate the production and use of media tools in support of Hudson's marketing plan and strategic communication initiatives; coordinate media tools for use and in coordination with other department of the College.

Direct expansion and maintenance of Hudson's video and audio presence on the Internet by translating content into multimedia projects in the formats including video, audio, graphics, digital animation, and HTML.

Manage and develop deadlines, stay within budget and provide input to budget development, manage several projects at once, and work creatively in a team.

Coordinate projects and goals with the Communications Director in keeping with the College's strategic, marketing, and enrollment plans.

Track and report ROI, user data, and other analytics and advise the Director.

Plan, produce, and manage audio and video content for the College.

Shoot occasional video and still photography for use in projects.

Manage and maintain related equipment.

Collaborate with the Information Technology Services Division on applications across the College for maximum usage of video and electronic communications.

Coordinate and prepare messaging for digital signage.

Perform related duties as assigned.

### **Minimum Qualifications**

The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities.

### **Requirements**

Bachelor's degree in marketing, graphic design, information technology, computer science or related field, with at least two years' work related experience. Higher education experience a plus.

### **Skills and Knowledge**

Working knowledge of internet and web technology, including social media, valid HTML, CSS, and Javascript, and experience working in a CMS environment.

Knowledge of SEO best practices.

Demonstrated ability to collaborate and work closely with editorial content, marketing and design teams.

Excellent verbal and written communications skills.

Ability to manage multiple projects simultaneously.

### **To Apply:**

Send a letter of application, resume, salary requirements and names/contact information of three professional references to:

Via USPS:  
Hudson County Community College  
Human Resources  
70 Sip Avenue, Third Floor  
Jersey City, NJ 07306

Via Email:  
[resumes@hccc.edu](mailto:resumes@hccc.edu)

For additional information about the College, please visit [www.hccc.edu](http://www.hccc.edu). Employment opportunities at Hudson County Community College may be obtained at [www.njherc.org](http://www.njherc.org), [www.higheredjobs.com](http://www.higheredjobs.com), and [www.latinosinhighered.com](http://www.latinosinhighered.com).

As a New Jersey First Act Employer, new employees must establish a primary residence in New Jersey within one year unless an exemption applies.

**HCCC IS AN EEO/AA EMPLOYER.**

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