



NOTICE OF VACANCY

Director of Marketing & Digital Strategy

REPORTS TO: Vice President of Enrollment Management

DESCRIPTION OF POSITION

The Director of Marketing & Digital Strategy serves as the institutional leader responsible for developing, implementing, and optimizing Mississippi Delta Community College's digital communication and engagement strategy. This position provides strategic direction for the college's digital presence across web, social media, multimedia content, and enrollment-focused marketing initiatives. Working collaboratively across divisions, the Director ensures that institutional messaging is unified, student-centered, data-informed, and aligned with the mission, vision, and strategic priorities of the college.

Reporting to the Vice President of Enrollment Management, the Director of Marketing & Digital Strategy leads the planning and execution of integrated digital campaigns designed to support enrollment growth, student engagement, institutional visibility, and brand development. The position oversees digital storytelling, content strategy, campaign coordination, and platform management while ensuring consistency in branding, messaging, and audience experience across all digital channels. The Director also collaborates closely with academic departments, student services, athletics, and institutional leadership to strengthen communication efforts that connect prospective, current, and future students to the college experience.

The Director is responsible for establishing scalable systems, workflows, and performance measures that improve the effectiveness and efficiency of institutional digital communications. Through the use of analytics, emerging technologies, and innovative communication strategies, this role evaluates audience engagement and campaign performance to inform decision-making and continuously enhance digital outreach efforts. The position requires strong leadership, strategic thinking, creative direction, project management, and the ability to translate institutional goals into compelling digital engagement strategies that advance the mission and growth of Mississippi Delta Community College. Additionally, the Director serves as the primary communications and media relations representative for the College's intercollegiate athletic programs and is responsible for overseeing athletic communications, sports information, digital coverage, and athletic brand promotion. This includes coordinating athletic media relations, game coverage, live event content, statistical reporting, social media engagement, and storytelling initiatives that elevate the visibility of Mississippi Delta Community College Athletics and enhance student-athlete recognition, recruitment, and community engagement.

More specifically, the Director of Marketing & Digital Strategy is responsible for the following:

DUTIES AND RESPONSIBILITIES

Content Creation & Storytelling

- Serve as the College's primary videographer.
- Conceptualize, storyboard, shoot, and edit video content for web, social media, advertising, events, and institutional initiatives.
- Capture still photography for use in digital and print marketing materials.

DUTIES AND RESPONSIBILITIES (cont.)

- Produce creative multimedia content from concept to final delivery across multiple platforms.
- Visually communicate the College's mission, goals, and brand identity through engaging storytelling.
- Shoot and edit short-form video content for social media, including reels and promotional clips.
- Conduct interviews and gather content for marketing, recruiting, and news features.
- Operate unmanned aerial systems (drone technology) to capture aerial photo and video content for institutional marketing, athletics, campus events, and promotional campaigns in compliance with all applicable FAA regulations and College policies.

Editing & Post-Production

- Perform video and photo editing, including color correction, audio mixing, motion graphics, encoding, and archiving.
- Maintain quality control and ensure content aligns with brand standards and messaging.
- Produce motion graphics, visual effects, and multimedia assets as needed.
- Ensure all multimedia content meets accessibility standards and reflects the College's commitment to inclusion.

Collaboration & Project Management

- Collaborate with Public Relations staff, faculty, administrators, and departments to support communication goals.
- Provide creative direction and professional recommendations for multimedia projects.
- Work simultaneously on multiple projects, managing timelines and meeting deadlines.
- Coordinate with external vendors and freelancers when needed.
- Participate in developing media and communication plans.

Media & Equipment Management

- Maintain and organize digital asset libraries, including photo, video, and b-roll archives.
- Oversee care, maintenance, and inventory of media equipment, software, and production resources.
- Provide guidance on equipment use, upgrades, and purchases.
- Install and set up audio-visual equipment for video and photo productions.

Digital & Strategic Support

- Contribute to website content and digital storytelling initiatives.
- Develop multimedia content to support marketing campaigns, recruitment efforts, and institutional priorities.
- Research and recommend emerging media technologies and industry trends.

Athletics Communications & Sports Information

- Serve as the College's primary Sports Information Director (SID) for all athletic programs.
- Coordinate and manage athletic communications, media relations, and public information for intercollegiate athletics.
- Produce and distribute athletic press releases, game recaps, player features, rankings, award announcements, and promotional content.
- Maintain and update athletic website content including schedules, rosters, statistics, and multimedia assets.

DUTIES AND RESPONSIBILITIES (cont.)

- Manage athletics-related social media strategy and digital engagement initiatives.
- Coordinate photography, videography, livestreaming, and multimedia coverage for athletic events and programs.
- Compile, maintain, and report athletic statistics in accordance with NJCAA, conference, and institutional requirements.
- Serve as the primary liaison between the College, athletic department, media outlets, and conference organizations regarding athletic communications.
- Promote student-athlete achievements, institutional athletic branding, and community engagement initiatives through strategic storytelling and multimedia content.
- Coordinate game-day communications operations, including media support, public address coordination, and digital content production.
- Assist with athletic recruitment marketing initiatives through creative and digital media strategies.

Other Duties

- Support special projects and initiatives as assigned by the Vice President of Enrollment Management.
- Work flexible hours, including evenings and weekends, to support event coverage as needed.
- Perform other duties as assigned by the Vice President of Enrollment Management.

MANDATORY QUALIFICATIONS

- Bachelor's degree from a regionally accredited institution in Communications, Marketing, Digital Media, Public Relations, Journalism, Higher Education Administration, or a technical related field
- Minimum of three (3) years of professional experience in digital strategy, communications, marketing, social media management, or related areas
- Demonstrated experience developing and executing digital marketing or communication campaigns across multiple platforms
- Strong knowledge of social media strategy, digital storytelling, branding, and audience engagement practices
- Experience using analytics and performance metrics to evaluate and improve digital communication efforts
- Demonstrated proficiency in digital media, video editing, social media management, and standard design or content creation software and technology platforms
- Possession of or ability to obtain and maintain a Federal Aviation Administration (FAA) Part 107 Remote Pilot Certificate within a specified timeframe established by the College.
- Demonstrated experience operating drone technology for professional photo and video production purposes.

DESIRABLE QUALIFICATIONS

- Experience working in higher education, enrollment management, admissions, or student engagement initiatives
- Experience developing enrollment marketing campaigns that support recruitment, yield, and student retention efforts
- Knowledge of CRM systems, enrollment communication platforms, or higher education marketing technologies
- Experience leading creative projects involving social media strategy, digital storytelling, photography, video production, or brand development

DESIRABLE QUALIFICATIONS (cont.)

- Experience covering collegiate athletics, sports marketing, athletic communications, or Sports Information Director (SID) operations.
- Experience with livestreaming platforms, athletic statistical software, and sports media production technologies.

KNOWLEDGE AND SKILLS REQUIRED

- Ability to exercise professionalism, discretion, and sound judgment
- Ability to organize, prioritize, and manage multiple projects and deadlines
- Ability to work collaboratively with faculty, staff, students, and community partners
- Ability to work flexible schedules including evenings, weekends, and travel associated with athletic and institutional events
- Dedicated to and appreciate the concept of the community college.
- Effective planning, organizational, and time management skills.
- Highly attentive to detail.
- Knowledge of athletic communications, sports media relations, and NJCAA reporting procedures.
- Knowledge of digital communication, marketing, and social media platforms
- Knowledge of FAA drone regulations, aerial videography best practices, and media production safety standards.

- Knowledge of modern office practices, procedures, and technology
- Proficiency in Microsoft Office and other standard computer applications
- Strong problem-solving, organizational, and decision-making skills
- Strong written, verbal, and interpersonal communication skills

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee may also be required to safely transport, set up, and operate drone equipment and audiovisual production systems during institutional and athletic events. The employee will need to have the ability to lift and transport video and photography equipment. They will also need to be able to work in indoor and outdoor environments and varying weather conditions. The employee will also need to be able to stand or move for extended periods during event coverage.

While performing the duties of this job, the employee is regularly required to use hand to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to sit, stand and walk. The employee is occasionally required to climb, balance, stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision. This position may require prolonged periods of viewing a computer screen. This position requires travel and may require working some evenings and weekends.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

TERMS OF EMPLOYMENT

This is a Full-Time, 12-Month, Exempt, Non-Teaching Professional (NP) position.

SALARY

The salary will commensurate with education and experience.

APPLICATION PROCEDURES

Applicants should submit all of the following in order for their application to be considered for employment:

1. MDCC Employment Application (online only)
2. Unofficial College Transcript(s)
3. Current Resume
4. Authority to Release Information Form/ Consent Form

The MDCC Employment Application can be found on the MDCC Human Resources website, <https://msdelta.formstack.com/forms/applicationforemployment>

Official transcripts **are required upon hire** and may be sent directly from the university/college electronically to humanresources@msdelta.edu or via postal mail to:

Office of Human Resources - P. O. Box 668 - Moorhead, MS 38761

DEADLINE TO APPLY

Internal/External – June 1, 2026 at 5:00 P.M.