Position Open Notice
Assistant I, Marketing (Part-time)
Thatcher, Arizona

College and Area Information:

Eastern Arizona College’s District Offices are located in Thatcher, Arizona, a beautiful rural area with easy access to arid as well as mountainous recreation. The College is located approximately 125 miles northeast of Tucson and 165 miles southeast of Phoenix, EAC is a comprehensive community college offering five associate degrees across nearly 50 programs of study. Eastern Arizona College is the oldest member of the Arizona Community College system and is fully accredited by The Higher Learning Commission.

Position Summary and Organizational Relationship:

This position reports directly to the Director of Marketing and Public Relations. This is a part-time position generally consisting of no more than 19.5 hours per week as scheduled by the supervisor, with occasional weeks up to 29 hours. The schedule is Monday – Friday, however, there will be evening and weekend assignments for Fine Arts performances. Because marketing and public relations is always evolving, this position may evolve to keep pace with workplace expectations.

Required Qualifications:

- Proficient in the use of computers and various software packages, including Adobe Creative Suite
- Experience managing multiple social media platforms
- Ability to deliver creative content (text, image, and video)
- Ability to interpret SEO keyword research and Google Analytics and adapt programs for maximum results
- Ability to effectively coordinate communication between faculty, staff, administration, and stakeholders
- Ability to learn and adhere to EAC brand standards and divisional marketing practices
- Excellent written and oral communication skills
- Ability to work well with others and be part of a team
- Associate’s degree

Preferred Qualifications:

- Excellent project management skills to consistently meet deadlines
- Knowledge of Associated Press style or basic proofreading skills
- Project a professional demeanor in attitude and dress
- Bachelor’s degree in media, communications, or fine arts

Essential Functions:

Campaign Development
- Assist with yearly marketing and public relations campaign development

Social Media
- Design and implement a Fine Arts social media strategy to align with division and College goals
- Create and manage weekly departmental social media posts and ads and respond to comments and direct messages in a timely manner
- Use analytics to gauge campaign success and increase followers; report on ROI
Website
- Create compelling and accurate content for College website
- Use analytics to gauge campaign success and increase followers
- Coordinate with web content facilitator to ensure content is updated and accurate

Printed Materials
- Write and develop content-specific flyers, brochures, newsletters, ads for all Fine Arts events
- Ensure all posters, flyers, ads, and programs are accurate; deliver from printer to events
- Create campaign materials using Adobe Creative Suite

Videography and Photography
- Assist with writing, directing, shooting, editing, and producing videos
- Take photos at events and process and upload albums to Flickr
- Serve as primary liaison between Marketing and Fine Arts departments
- Coordinate with Fine Arts chairs and attend division meetings

Other
- Perform other duties as assigned, including weekend and evening Fine Arts events

Application Information:
Applicants should submit a letter of application addressing each of the required and preferred qualifications and describing experiences related to the position responsibilities, a resume, and a signed copy of the EAC application form available on EAC’s website (EAC Application Form) to careers@eac.edu or mail all documents to the address listed below.

Eastern Arizona College
Human Resources – AP243
615 N. Stadium Avenue
Thatcher, AZ 85552-0769

The submission of all required application materials for the screening committee’s review is the responsibility of the applicant.

Applicants must be prepared to interview at their own expense.

Closing Date:
Open until filled. Review of applicants will begin immediately and continue until the successful candidate is identified.

Compensation and Position Availability:
The initial position compensation is $16.40 per hour. This part-time position will work no more than 19.5 hours per week. The anticipated position start date is as soon as practical once the successful candidate is identified.

Questions:
Human Resources Department
Voice: (928) 428-8915
FAX: (928) 428-2578
E-mail: Careers@eac.edu

EASTERN ARIZONA COLLEGE IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Eastern Arizona College is in compliance with Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and the Rehabilitation Act of 1973, and does not discriminate on the basis of race, creed, color, national origin, disability, age, or sex in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, educational services, programs and activities.

Eastern Arizona College complies with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, 20 U.S. Code § 1092(f) and the Higher Education Opportunity Act of 2008, by distributing an Annual Security and Fire Safety Report. The report is intended to inform the campus community of campus safety information, Clery Act crime statistics, on-campus housing fire data and statistics, and policies and procedures relating to sexual violence, emergency response, and other safety factors. A copy of EAC’s Annual Security and Fire Safety Report can be found at http://www.eac.edu/About_EAC/Consumer_Information/report.pdf. Additional copies are available at the Alumni Library (Thatcher Campus), the Learning Resource Center (Payson Campus), and the library (Gila Pueblo Campus). A paper copy of the report will be provided upon request at EAC's District Office, located at 615 N. Stadium Avenue, Thatcher, AZ.

A daily crime log listing all criminal and alleged criminal incidents reported to campus police/security is available on-site, during normal business hours, at each of the campuses: EAC Police Department, located at 620 N. College Avenue, Thatcher, AZ (Thatcher Campus); Gila Pueblo Campus Administration Office, located at 8274 Six Shooter Canyon Road, Globe, AZ (Gila Pueblo Campus); and Payson Campus Administration Office, located at 201 N. Mud Springs Rd., Payson, AZ (Payson Campus). A fire log containing all reported fires that occurred at any of EAC’s on-campus student housing facilities is available during normal business hours at the Housing Office, located at 900 N. College Avenue, Thatcher, AZ.