



COORDINATOR OF DIGITAL & SOCIAL CONTENT POSITION ANNOUNCEMENT

Butler County Community College (BC3) is currently accepting applications for the position of Coordinator of Digital & Social Content. This is a regular full-time position that will begin immediately. Hours vary based on need. Evenings required and Saturdays as needed.

BC3 is nestled in the rolling hills of Western Pennsylvania and only 45 minutes from the cultural life of Pittsburgh. BC3 is a vibrant comprehensive community college serving eight (8) counties with six (6) locations and nearly 4,000 credit students. Built on the former Oak Hills Golf Course and a farm, BC3 has a beautiful main campus on 329 wooded acres with a central Oak Grove. BC3 employs approximately 1,250 full- and part-time employees. BC3 has 55 career and transfer programs, with unique programs such as Metrology, Massage Therapy, Robotics, Electronics, Nanofabrication Technology, Park and Recreation Management, and Criminology. BC3 offers over 100 courses in online and distance education. In addition to degree programs, BC3 has a public safety training facility at its main campus that serves 15,000 students annually for business training, industrial safety training, and public safety – fire, EMS, Hazmat, and police training. The impact of BC3 as an economic engine bolsters the regional economy and continues to contribute substantially to the regional workforce. With a focus on student success, faculty, and staff describe BC3 as a special place with a caring and collegial atmosphere that is unusual in today's higher education landscape. BC3 was named the #1 community college in Pennsylvania by Schools.com. To learn more about BC3, please visit www.bc3.edu.

Reporting to the Executive Director of Communications and Marketing, the Coordinator of Digital & Social Content will develop content strategies for online communications. This position is responsible for implementing targeted digital ad/email campaigns and monitoring traffic/leads to bc3.edu, as well as creating and managing content for various digital media platforms, including the College's presence on social media. This position would strongly support strategic enrollment management initiatives. Bachelor's Degree from an accredited institution in Communications, Digital Media, Integrated Marketing, or related field required. Two years of experience in digital marketing, social media management, Community College or higher education experience preferred. Experience with social media platforms, online content management systems, Google Analytics, Facebook Ad Manager, Microsoft Office and photo/video editing software. Must possess and maintain a valid driver's license.

Review of applications will begin immediately. Interested candidates should complete the [employment application](#), and submit along with a letter of application, current resume, [copy](#) of college/university transcript(s), and names, addresses, and telephone numbers of three professional references. Incomplete application packets and/or any materials regarding this position that is received after the application deadline or closing of the search will not be considered. Any materials submitted will be the property of the College. A separate application must be completed for each position for which you are applying. Applicants [currently](#) employed by Butler County Community College must authorize in [writing](#) that all college/university transcript(s) on file in his/her personnel file located in the Human Resources Office may be copied and attached to his/her application packet by the application deadline. Requests to copy transcripts received after the deadline will be denied. If you have any questions, please contact the Human Resources Office for more information.

Send to: Ms. Christina M. Fleeger
Interim Executive Director of Human Resources/
Equal Opportunity Compliance Officer

Butler County Community College
107 College Drive
Butler, PA 16002

Butler County Community College is an equal opportunity, affirmative action employer.