

**Coordinator, Communications/Social Media
Austin Community College**

Direct Link: <https://www.AcademicKeys.com/r?job=260908>

Downloaded On: Aug. 8, 2025 6:51pm

Posted Aug. 8, 2025, set to expire Nov. 29, 2025

Job Title Coordinator, Communications/Social Media
Department Staff
Institution Austin Community College
Austin, Texas

Date Posted Aug. 8, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Administration - Other

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Job Description

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Coordinator, Communications/Social Media

Austin Community College

Job Posting Closing Times: Job postings are removed from advertising at **12:00 A.M.** on the closing date e.g., at midnight on the day before the closing date.

Austin Community College employees are required to maintain a domicile in the State of Texas while working for the college and throughout the duration of employment. -[AR 4.0300.01](#)

[If you are a current Austin Community College employee, please click this link to apply through your Workday account](#)

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Austin Community College is a public two-year institution that serves a multicultural population of approximately 41,000 credit students each Fall and Spring semester. We embrace our identity as a community college, as reflected in our mission statement. We promote student success and community development by providing affordable access, through traditional and distance learning modes, to higher education and workforce training, including appropriate applied baccalaureate degrees, in our service area.

As a community college committed to our mission, we seek to recruit and retain a workforce that:

- Values intellectual curiosity and innovative teaching
- Is attracted by the college's mission to promote equitable access to educational opportunities
- Cares about student success and collaborates on strategies to facilitate success for populations including; first generation college students, low-income students, and students from underserved communities.
- Focused on student academic achievement and postgraduate outcomes
- Welcomes difference and models respectful interaction with others
- Engages with the community both within and outside of ACC

Job Posting Title:

Coordinator, Communications/Social Media

Job Description Summary:

Responsible for coordination and engagement with Austin Community College's social media community in support of the college's positive brand awareness, strategic marketing goals, and educational mission to reach and engage with culturally diverse audiences.

Job Description:

Description of Duties and Tasks

- Develops, implements, and coordinates the ACC District social media strategy across all major platforms, including sourcing imagery/video content, creating (in partnership with design) original graphics/content/video, and copy across organic and sponsored posts.
- Oversees the ACC District social media content calendar for all major platforms and curates and

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posts to each social media channel following best practices guidelines.

- Attends and participates in campus activities and events to provide live social media content and capture other storytelling opportunities.
- Coordinates live conversations on platforms to create engaging, two-way conversations.
- Monitors social channels for community engagement and conversation opportunities; joins the conversation on social media platforms through outreach and response. Responds appropriately to follower comments and messages.
- Participates in social media duties during emergency communications situations.
- Creates original and engaging social media content that fits with the ACC content marketing strategy.
- Builds and maintains relationships with campus staff and student groups to coordinate social network activity and optimize promotional opportunities across the college.
- Engages in offline outreach to increase levels of online social media engagement, including the college's Social Media Ambassadors group.
- Measures the success of social media campaigns and focuses on analytics/reporting to ensure college marketing priorities are being met and social media is being leveraged most effectively.
- Tracks emerging trends, communities, and platforms and recommends engagement where relevant for college.
- Monitors user activity and suggests content optimization to gain new followers and provide a baseline for better engagement.
- Conceptualizes new ways to increase ACC awareness and user engagement (videos, slideshows, podcasts, online animations, and social applications).
- Assists in the creation of visual storytelling for social (videos, graphics, and photographs).
- Works under the direction of the Associate Director of Communications to develop strategies to grow the social following across various channels.
- Supports influencer relationship building and influencer database management.
- Engages and builds our community, driving brand awareness, and growing ACC's reach to its diverse audiences.
- Brings a passion for higher education and the community college world.

Knowledge

- Knowledge of strategic communication principles and current best practices.
- Extensive knowledge of managing major social media platforms, including but not limited to - X, Facebook, Instagram, and LinkedIn.
- Familiarity and working knowledge of social media efficiency tools.

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- Familiarity and working knowledge of social media analytic tools.
- Have a good understanding of the latest algorithms and methods of growth used by each platform.
- Knowledge in photo and video creation techniques, principles, and equipment.
- Familiarity with web programming languages such as HTML, web content publishing services, and search engine optimization.
- Demonstrated knowledge working with students and groups from underrepresented backgrounds.
- Knowledge of using different methods to incorporate culturally diverse perspectives into content.
- Demonstrated knowledge and understanding of marketing and promotion via high profile communities on Facebook, Instagram, X, and more.

Skills

- Maintaining an established work schedule.
- Excellent copywriting skills; understands creative briefs.
- Proven ability to create visual content such as photography, video, GIFS, etc.
- Ability to locate, digest, and compile information quickly and accurately.
- Excellent project and time management skills with the ability to work independently.
- Good technical understanding and ability to master new tools quickly.
- Strong interpersonal and teamwork abilities.
- Effectively using strong interpersonal and communications skills, including tact and diplomacy.
- Effectively using organizational and planning skills with attention to detail and follow-through.
- Strong verbal and writing/grammatical skills, as well as the ability to present information and ideas logically and clearly; keen eye for detail.
- Maintaining confidentiality of work-related information and materials.
- Ability to write quickly and effectively at a moment's notice.

Technology Skills

- * Use a variety of spreadsheet, word processing, database, and presentation software.
- * Familiar with a variety of social media analytic tools.

Required Work Experience

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- * One year related work experience, which may include paid or unpaid internships.

Preferred Work Experience

- * Two or more years related work experience.

Required Education

- * Associate degree.

Preferred Education

- * Bachelor's degree or higher.

Special Requirements

- * Valid Texas Driver's License and reliable transportation needed for local Austin area travel.

Other Preferred Qualifications

- * Fluency in written and oral Spanish.

Physical Requirements

- * Work is performed in a standard office or similar environment.
- * Subject to standing, walking, sitting, bending, reaching, pushing, and pulling.
- * Occasional lifting of objects up to 10 pounds.

Salary Range

\$51,822 - \$64,777

Number of Openings:

1

Job Posting Close Date:

August 21, 2025

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Clery Act

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.

Disclaimer

The above description is an overview of the job. It is not intended to be an all-inclusive list of duties and responsibilities of the job, nor is it an all-inclusive list of the skills and abilities required to do the job. Duties and responsibilities may change with business needs. ACC reserves the right to add, change, amend, or delete portions of this job description at any time, with or without notice. Employees may be required to perform other duties as requested, directed, or assigned. In addition, reasonable accommodations may be made by ACC at its discretion to enable individuals with disabilities to perform essential functions of the job.

To apply, please visit: https://austincc.wd1.myworkdayjobs.com/en-US/External/job/Highland-Campus/Coordinator--Communications-Social-Media_R-8090

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Staff

Austin Community College

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