

**MIDDLESEX COMMUNITY COLLEGE
ANNOUNCEMENT OF POSITION OPENING
Educational Assistant – Communications Specialist, Part-time
100 Training Hill Road, Middletown**

[PLEASE FOLLOW THE SPECIFIC APPLICATION FILING INSTRUCTIONS AT THE BOTTOM OF THIS PAGE!](#)

Open To: The Public
Location: 100 Training Hill Road, Middletown, CT
Hours: 17 hours a week, occasional weekends and evenings
Salary: \$24.95 per hour
Closing Date: June 15, 2012

General Knowledge Skills and Ability:

Bachelor's degree in Communications or a relevant field and two (2) years of relevant experience in the development and production of marketing vehicles using various types of media or other equivalent combination of education and experience. Exceptional multitasking skills including ability to prioritize projects. Working knowledge of computers (PC and MAC) and computer applications (e.g. Word, Excel, PowerPoint, Outlook Express, and Internet searches). Experience with photography and working knowledge of videography. Working knowledge of web technology, web structure, search engines, and web browser environments.

- Anticipate and plan for communications needs.
- Communicate effectively and work independently.
- Work on deadline and be a good manager of their own time.
- Consistent attention to detail.
- Demonstrate effective relationship management with senior administration and media.
- Strong problem solving, strategic-thinking and project management skills.
- Valid Connecticut driver's license is required as there will be some travel required.

General Experience:

The incumbent in this position will assist the Director of Marketing and Public Relations on all internal and external components of College's Communication Plan, including assisting in the development of the College's direction in marketing its programs and services. Duties include but not limited to: develop, direct, and coordinate campus communication pieces to ensure public awareness; research, write and/or prepare multimedia communications and/or narratives for campus constituencies; assist in the production of college wide and campus presentations, videos and special projects. Work hours will fluctuate, but will not exceed 17 hours a week. Examples of work responsibilities include:

- Maintain the College's Facebook page and Twitter network and expand into other social media.
- Coordinate or produce media releases as needed including print and video releases.
- Track and analyze newspaper and social media analytics to determine the best communication tools, sources and media.
- Work on fact sheets on the various topics that are available to the press and key partners.
- Respond to inquiries routed through internal communications for new or updated web content.
- Draft newsletters to target audiences (e.g. new students and continuing students).
- Manage other projects as assigned.

Substitution Allowed:

Applicants who do not meet the minimum qualifications as stated are encouraged to put in writing precisely how their background and experience have prepared them for the responsibilities of this position, and to provide appropriate references.

Application Instructions: Interested and qualified candidates who meet the above requirements should submit a letter of intent, a resume, transcripts and a Board of Regent's Application for Employment to:

http://www.mxcc.commnet.edu/images/customer-files/formDepot/humanResources/fillable_hr/application_employment.pdf

Jennifer Hobby
Human Resources Associate
Middlesex Community College
100 Training Hill Road
Middletown, CT 06457

Or email at jhobby@mxcc.commnet.edu or fax (860) 343-5870

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities