



NOTICE OF VACANCY

Digital Media and Content Specialist

REPORTS TO: Director of Marketing and Digital Strategy

DESCRIPTION OF POSITION

At Mississippi Delta Community College (MDCC) we value the ability to serve students from a broad range of socioeconomic backgrounds, genders, abilities, and orientations. We prioritize applicants who demonstrate they understand the benefits a diverse student population brings to a community college. The successful Digital Media and Content Specialist will be an equity-minded individual committed to student success by collaborating with faculty, staff, administration, students and community partners who support the institution's mission.

The Digital Media and Content Specialist is responsible for the day-to-day execution of Mississippi Delta Community College's digital content strategy. Working under the direction of the Director of Marketing & Digital Strategy, this position captures, produces, edits, publishes, and manages digital content that supports student recruitment, enrollment, academics, workforce development, athletics, campus life, and institutional storytelling.

Serving as the primary content producer for the Office of Marketing & Digital Strategy, the Digital Media and Content Specialist ensures a consistent pipeline of high-quality, engaging content across the college's digital platforms while maintaining Mississippi Delta Community College's brand identity and visual standards.

This position is execution-focused and is responsible for implementing established marketing and communications strategies rather than developing institutional strategy. The specialist transforms photography, videography, interviews, events, and other content captured during production into a sustained stream of strategic, multi-platform content that advances the college's marketing, communications, and enrollment goals.

More specifically, the Digital Media and Content Specialist is responsible for the following:

DUTIES AND RESPONSIBILITIES

Content Creation & Storytelling

Capture mobile-first photo and video content for:

- Academic programs
- Workforce programs
- Student life
- Campus events
- Athletics
- Student organizations

DUTIES AND RESPONSIBILITIES (cont.)

- Faculty and staff features
- Community partnerships

Produce content that aligns with the institution's visual identity and storytelling standards.

Editing & Post-Production

Edit vertical content for:

- Instagram Reels
- TikTok
- Facebook Reels
- YouTube Shorts

Create engaging edits using:

- captions
- music
- pacing
- transitions
- branding

Maintain consistent editing style across all platforms.

Social Media Publishing

Schedule and publish approved content.

Ensure:

- correct captions
- hashtags
- accessibility
- tagging
- scheduling
- platform optimization

Monitor scheduled posts for accuracy before publication.

Community Management

Monitor social media channels by:

- responding to comments
- directing questions appropriately
- engaging with audiences
- identifying opportunities for interaction

Escalate sensitive conversations when necessary.

DUTIES AND RESPONSIBILITIES (cont.)

Content Library Management

Maintain organized storage of:

- photos
- videos
- graphics
- project files
- production assets

Ensure all assets are properly labeled, archived, and accessible.

Other Duties

- Support special projects and initiatives as assigned by the Director of Marketing and Digital Strategy.
- Assist during larger productions
- Attend assigned campus events
- Assist with weekly reporting by tracking
- Work flexible hours, including evenings and weekends, to support event coverage as needed.
- Perform other duties as assigned.

MANDATORY QUALIFICATIONS

- Bachelor's degree in videography, photography, film, multimedia, communications, or a related field.
- Minimum of two years of professional experience in videography and photography.
- Demonstrated experience with professional video equipment, lighting, audio recording, and editing.
- Strong portfolio showcasing a range of video and photography work.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively in a fast-paced environment.

DESIRABLE QUALIFICATIONS

- Proficiency in Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Lightroom or similar tools).
- Experience in higher education, marketing, or communications environments.
- Knowledge of intellectual property and media licensing considerations.
- Experience with live streaming or broadcast production.

KNOWLEDGE AND SKILLS REQUIRED

- Strong storytelling and visual communication skills.
- Advanced understanding of composition, lighting, color, and design principles.
- Excellent organizational and project management skills.
- Ability to manage multiple priorities with attention to detail.
- Strong interpersonal skills and ability to work with diverse audiences

- Creative problem-solving and adaptability.
- Ability to collaborate and communicate effectively with other professionals in a team setting
- Ability to effectively meet project deadlines
- Ability to interact positively and effectively with students, faculty/staff, and administrators
- Ability to maintain confidentiality
- Ability to work evenings and weekends as the scope of the job will occasionally require attendance at evening and/or weekend activities, events, etc.
- Ability to work well in a fast-paced setting
- Ability to work well under pressure
- Skilled in Microsoft Office including Word, Excel, PowerPoint and Outlook

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 50 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, Non-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 – September 10, 2026 at 5:00 P.M.