



POD Network Communications Coordinator

Position Description

The POD Network is the oldest and one of the largest educational development professional associations, with over 1,400 members worldwide. Educational development is a growing and dynamic field, which focuses on improving post-secondary teaching and learning through faculty/instructor development, course/curriculum development, and organizational development.

The full-time position of Communications Coordinator will administer the POD Network's social media marketing and advertising, as well as scheduled communications between committees and special interest groups (SIGs) and the organization's membership. This position, working in coordination with the Executive Director and the Core Committee (Board of Directors), includes but is not limited to:

- Deliberate social media planning and social media goal setting to be reviewed quarterly
- Maintenance and development of brand awareness and online reputation
- Content creation and management
- SEO (search engine optimization) and generation of inbound website traffic
- Enhancement of member benefits via increased membership engagement
- Enhancement of committee/SIG communications

More specifically, we see the responsibilities of the position breaking down as follows:

- **40%**: Social media strategy and management. Develop relevant content and topics to reach the POD Network's current and target members;

create, curate, and manage all content (original, high-quality images, video, and text).

- **15%**: Organizational communications (strategies/timeline, press releases, branding coordination).
- **20%**: Member emails & committee/SIG communications (using master calendars); pushing CFPs and deadline committee/SIG announcements for grants/awards to membership; conference and other announcements regarding calls for proposals, reviewers, updates, etc.
- **20%**: Strategic planning for the future of the Communications Coordinator position within the organization and conference.
- **5%**: Professional development for the Communications Coordinator.

The Communications Coordinator is a highly motivated, creative individual with at least 2 to 3 years of relevant experience, and a passion for connecting with current and future POD Network members. That passion comes through as he/she engages with members on a daily basis.

The Communications Coordinator will work closely with the Executive Director and Executive/Core Committees and be evaluated by the Executive Director at mid-year and year-end. This is a two-year position, the second year contingent upon successful completion of the first. There is a possibility for the position to become permanent after the initial two-year period.

Salary is \$50K (USD) per year. This is a contract position without benefits. Employee status may be possible after two years should the position become permanent.

Preferred Qualifications and Experience

- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in social media.
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.

- Exhibits the ability to jump from the creative side of marketing to the analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.) and how each platform can be deployed in different scenarios.
- Provides evidence of excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the field of educational development.
- Displays ability to effectively communicate information and ideas in written and video format.
- Possesses knowledge of higher education and educational development and relevant trends/platforms in these areas.
- Exceeds at building and maintaining sales relationships, online and off.
- Practices superior time management and works well independently.
- Is a team player with the confidence to take the lead and guide others when necessary (i.e., content development, creation, revision, editing of content, and online reputation management).
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.
- Possesses functional knowledge and/or personal experience with WordPress.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Is willing to travel if necessary for in-person meetings in the US, no more than two times per year. Expenses for travel will be reimbursed.
- Is able to work remotely while residing in North America (US, Canada, or Mexico).
- Is able to attend weekly videoconference meetings.

The POD Network is committed to diversity and to equal opportunity employment, including creating and maintaining a safe, professional environment (whether online or in person) free of discrimination and harassment. The POD Network does not discriminate on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender identity and

expression, age, height, weight, physical or mental ability (including HIV status), veteran status, military obligations, or marital status. This policy applies to hiring, internal promotions, training, opportunities for advancement, and terminations and applies to all POD Network employees, volunteers, members, clients, and contractors.

It is the policy of the POD Network to expressly discourage, and, where possible, prohibit its employees, contract workers, volunteers, conference attendees, and members, whether online or in person at POD Network hosted or sponsored events, from engaging in discrimination or harassment based on race, color, national origin, ancestry, religion or creed, sex, disability, age, sexual orientation, mental illness, military status, gender identity and expression, or any other unlawful criterion or circumstance.

Applications by members of all underrepresented groups are encouraged.

To apply for this position, please submit a brief CV (no more than 5 pages, PDF or Word doc); a cover letter (PDF or Word doc) describing your qualifications for the job; samples of your work if available; and three references (name / title / institution / organization / email / phone) by Wednesday, July 24, 2019 to Hoag Holmgren, Executive Director, at podoffice@podnetwork.org