

BOARD OF REGENTS

State of Louisiana

Office of Student Financial Assistance

Media Specialist

Salary Range: Depends on Qualifications

Louisiana Office of Student Financial Assistance (a program of the Board of Regents) is looking for a Media Specialist that reports directly to the Field Outreach Services Director of LOSFA Programs in East Baton Rouge.

****Candidates selected for an interview should be prepared to provide an example of a social media campaign or posts that they have created, along with a sample of their writing (e.g. press release, feature article, blog post, and newsletter excerpt.)****

Job Summary

The Media Specialist has oversight over LOSFA's Social Media Campaign and Signal Vine Text Messaging Program, and will liaise between agency staff and its social media, assisting with the creation, production and dissemination of printed materials. As Louisiana's first choice for college access, LOSFA's Field Outreach Services are carried out regionally, statewide and nationally and involves frequent overnight and/or weekend travel.

Key Responsibilities

This position will be responsible for the development and implementation of LOSFA's digital content strategy to ensure flawlessly curated, highly shareable, and effective web-ready copy and infographics. The incumbent will deliver timely, relevant digital experiences for students, school personnel, partners, and LOSFA stakeholders through leadership and brand awareness. This position will require strong writing skills.

Digital Content Management and Development

- Develop content across social channels, including blog posts, Tweets, status updates, photos and videos for social media platforms including Facebook, Twitter, and Instagram.
- Plan and develop content for social media campaigns.
- Work closely with agency's graphic designers to develop creative graphics for social media campaigns.
- Monitor social media profiles and offers constructive interaction with followers.
- Develop and maintain content calendar for social media
- Use web analytics to inform content strategy.
- Maintain editorial tone and compliance with national standards, LOSFA goals and 5-Point Match, web style guide, legal and compliance.
- Create, manage, and grow LOSFA's presence across social media channels, including, but not limited to blogs, Twitter, Facebook, LinkedIn, YouTube and Instagram.

- Work with Director and other pertinent staff to compose/develop program content that can be shared with various stakeholders via various media outlets, including but not limited to print, internet, social media, etc.
- Photograph agency events for social media and digital newsletter promotion.
- Assist with the development of flyers, invitations, PowerPoint presentations, and other marketing materials to promote agency services.
- Develop content for external newsletters using Constant Contact.
- Search for scholarship resources and develop scholarship graphics for social media.
- Compose college access newsletters, magazine articles, and blog posts.
- Brainstorm and develop designs for marketing materials including t-shirts, banners, and giveaways.

Technical Assistance

- Collaborate with cross-functional teams to develop marketing and communications plans that leverage the social media space.
- Provide proofreading assistance and correct for errors, spelling, punctuation, and grammar.
- Prioritize staff needs and provide technical and creative assistance to both staff and school personnel in sometimes high-stress situations
- Assist with audio-visual setup.

Signal Vine

- Develop and maintain a schedule of texts to high school students and college students.
- Develop engaging text messages for high school students and college students.
- Provide thorough and insightful messages and responses to students to build rapport and support students.
- Utilizes text messaging system to advise students, provide college access resources, and provide important reminders and deadlines.
- Respond to students' college access questions or issues.
- Conduct research to provide thorough and helpful resources, responses, and solutions to students when needed.

Other or Outreach Event Assistance

- Plan and execute college access events.
- Conduct college access and preparation presentations and workshops for students, parents, and school professionals.
- Host one-on-one parent and student sessions to assist with FAFSA completion, college application completion, and other college access services.
- Attend college fairs and college access events to promote LOSFA/Louisiana GEAR UP services.
- Assist with event preparation and setup.
- Assist with order preparation, invoices, and ordering of marketing materials.

Minimum Qualifications

Education:

Candidates must possess a bachelor's degree in a related field or a portfolio illustrative of multiple years of related work experience and the ability to convey the intended message to, or have the desired effect on, the intended audience.

Experience:

The ideal candidate will have the ability to scope, organize, and execute multiple projects with interrelated goals, and be able to create great user experiences with actionable knowledge of the digital landscape including current industry and user trends, emerging technologies, and standards.

Special skills:

- Passionate about the success of students
- Possess strong writing skills
- Ability to create a consistent brand identity across all digital devices.
- Cultural sensitivity
- Working knowledge and real-world experience in planning, managing and executing social media initiatives
- Real-world experience planning social media programs that span owned (Blogs), earned (Facebook) and paid (sponsored tweets)
- Knowledge of Digital Marketing current best practices and understanding of Digital production processes
- Knowledge of social media legal guidelines
- Knowledge of strategic planning and processes for brand management and creative development, including research tools and evaluation of results
- Knowledge of media strategy and planning options and the media role in integrated communication