



**Connecticut State Community College
Job Description
Media Partnership Coordinator**

Salary Level:
CCP 15 (Subject to Willis)

Date Approved/Revised:
2/27/23

Position Purpose

The Media Partnership Coordinator develops effective media buying strategies, participates in negotiating ad space and time slots with various media outlets, and coordinates media planning to identify target audiences and craft effective campaigns. Identifies and analyzes opportunities to partner with businesses, venues and high-visibility settings and locales to bring awareness to CT State.

Supervisory and Other Relationships

This position will report to the Director of Media & Public Relations and serve as the primary media buyer for CT State. This position will collaborate closely with the Director of Digital Marketing and the Social Media Coordinator, as well as members of the Creative Services graphic design team.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni, both at the central office and on the campuses. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

Primary Duties

The Media Partnership Coordinator will build relationships with sales agents and work to acquire advertising space for print, radio, television, billboard, and online campaigns that grow brand awareness and increase enrollment. This is accomplished through effective performance in these essential duties:

- Conduct market research so that selected mediums and placements effectively reach the desired target audience
- Adjust campaigns based on performance metrics.
- Collaborate with creative teams and manage the production of digital and advertising materials
- Research latest media trends
- Identify and define target audiences, and make appropriate media recommendations based upon available data
- Conduct ongoing relationships with media sales reps and serve as a powerful advocate for the clients in negotiations
- Placing and monitoring the assigned media plans
- Update the department on key industry trends, media research, and marketplace conditions related to higher education
- Negotiate with advertising sales agents to acquire cost-effective and budget-conscious advertising opportunities, available through broadcast and print media, outdoor advertising space, digital media assets, sponsorships or product placement
- Monitors purchased media to ensure advertisements appear as planned, and reviews billing accounts to ensure accuracy
- Coordinate existing college recruitment efforts with the media buy plans
- Monitors media budgets

Professional Participation and Development

In addition to the accountabilities listed above, the Media Partnership Coordinator is required to carry out the essential duties of:

- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.
- Attendance and participation at convocation and commencement ceremonies;

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically and ethnically diverse faculty, staff and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Knowledgeable of multiple print, broadcast and digital media
- Capacity to develop solid working relationships with sales reps
- Attention to detail
- Proof reading documents for accuracy
- Ability to manage multiple projects, prioritize, and meet tight deadlines in a fast-paced environment
- Professional practice of marketing, public and media relations
- Strong digital literacy skills

These skills and abilities typically are acquired through a combination of education, experience and training that would include a Bachelor's degree in an appropriately related field together with 1-4 years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The position's work normally is performed in such locations as offices, as well as places where the public may assemble. The position's work requires the incumbent to travel to such locations as media outlets and vendor offices, as well as to locations for college and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.