



## **POSITION ANNOUNCEMENT**

### **ABOUT AUGUSTA TECHNICAL COLLEGE**

Augusta Technical College, a unit of the Technical College System of Georgia, is a two-year college located in Augusta, Georgia. Since its opening in 1961, Augusta Technical College remains dedicated to promoting the educational, economic, and community development in its service area (Burke, Columbia, Lincoln, McDuffie, and Richmond Counties). The college offers over 100 academic programs in high-demand areas such as Allied Health Sciences & Nursing, Business, Public & Professional Services, Cyber, Digital, and Engineering Technologies accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The college also offers adult education/GED, ESL, and continuing education programs through the Division of Economic Development.

### **ABOUT AUGUSTA, GEORGIA**

Augusta, GA is a regional center for medicine, biotechnology, and cyber security. Located near the Georgia/South Carolina border (Central Savannah River Area), the area holds many accolades: Most Neighborly City in America, Best Cities to Start a Business, and a Top Ten Places in the South to Hire Vets. The area is internationally known for the PGA's Master's Tournament held at the Augusta National Golf Club and being the home of James Brown; while also bolstering the Augusta Riverwalk, Savannah Rapids Pavilion, Evans Towne Center Park, and home of the US Army Cyber Center of Excellence at Fort Gordon.

### **ABOUT THE POSITION**

**Job Title: Marketing Coordinator, Accelerate Augusta**

**Job Code: 10072**

**Campus Location:** Augusta, Georgia

**Salary:** \$35,000.00 – \$40,000.00; commensurate with education and work experience.

### **JOB SUMMARY**

Accelerate Augusta is looking for an organized and resourceful Marketing Coordinator to manage marketing efforts and provide general administrative support for the organization. This role complements the Executive Director and Program Director by ensuring consistent branding, effective communication, and smooth operations.

The Marketing Coordinator will oversee the organization's marketing channels, handle content creation, and execute campaigns to promote Accelerate Augusta's programs and initiatives. This position also provides essential administrative support to enhance the team's efficiency and productivity.

### **MINIMUM QUALIFICATIONS**

An Associate or Bachelor's degree in Marketing, Communications, Business Administration, or a related field. Equivalent experience considered. At least 2 years of experience in marketing, communications, or administrative roles.

### **PREFERRED QUALIFICATIONS**

Proficiency in managing social media platforms, email marketing tools, and website content management systems. Strong written and verbal communication skills with attention to detail. Knowledge of design tools (e.g., Canva, Adobe Suite) and analytics platforms (e.g., Google Analytics, Hootsuite). Excellent organizational and time-management abilities. Familiarity with the entrepreneurial ecosystem is a plus.

## MAJOR DUTIES

### 1. Marketing and Branding

- Develop and implement marketing strategies to promote Accelerate Augusta's programs, events, and initiatives.
- Manage social media accounts, website updates, email campaigns, and other digital platforms to maintain a strong and consistent online presence.
- Design promotional materials such as flyers, newsletters, and presentations, ensuring alignment with the organization's branding guidelines.

### 2. Content Creation and Management

- Create engaging content for blogs, social media posts, and newsletters to communicate the organization's mission and impact.
- Coordinate with photographers, videographers, and designers to produce high-quality visual and multimedia content.
- Monitor and analyze marketing performance metrics, adjusting campaigns as needed to improve engagement and reach.

### 3. Event Promotion and Support

- Collaborate with the Program Director to promote events, workshops, and pitch competitions through targeted marketing efforts.
- Manage event registration, attendee communication, and post-event follow-ups.
- Assist in the logistics of on-site and virtual events, ensuring a seamless experience for participants.

### 4. Administrative Support

- Serve as the first point of contact for inquiries about Accelerate Augusta's programs and initiatives.
- Maintain organized records, including participant data, program schedules, and correspondence.
- Provide scheduling support for the Executive Director and Program Director, coordinating meetings, appointments, and events.
- Prepare reports, meeting agendas, and minutes as needed to support leadership activities.

### 5. Community Engagement

- Act as a liaison between Accelerate Augusta and community stakeholders to enhance visibility and build connections.
- Assist in coordinating outreach efforts to engage local businesses, entrepreneurs, and community organizations.
- Support the recruitment and onboarding of program participants through marketing campaigns and personalized outreach.

### 6. Other duties as assigned

**APPLICATION DEADLINE:** The position will remain open until filled. All application packets **MUST** be completed via the Online Job Center at [JobCenter \(easyhrweb.com\)](http://JobCenter.easyhrweb.com). As a part of the application process, interested candidates will be required to upload other documents including a resume, cover letter, and unofficial transcripts (see job center listing for more details). This posting will be removed from the Online Job Center once the position has been filled. All positions require a pre-employment criminal background investigation, education, and employer/professional reference checks. Some positions may additionally require a motor vehicle record search, credit history check, fingerprinting, and/or drug screen. All male applicants between the ages of 18 and 26 years of age must present proof of Selective Service Registration. Copies of all transcripts should be submitted at the time of application. Official transcripts are required upon employment. **Note: Due to the volume of applications received, we are unable to personally contact each applicant. If we are interested in scheduling an interview, a representative from our college will contact you.**



*A Unit of the Technical College System of Georgia*

**Equal Employment Opportunity Statement**

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services.