



POSITION ANNOUNCEMENT(S)

POSITION TITLE: **Marketing Specialist (Part-Time) – Job Code 10053**

POSITION DESCRIPTION:

The Marketing Specialist supports the execution of Ogeechee Technical College's marketing and communications strategy through content creation, digital engagement, and project coordination. Working closely with the rest of the PR & Marketing team, this role plays a key part in shaping the College's online presence and storytelling efforts.

This position is responsible for creating, scheduling, and optimizing content across social media and digital platforms, assisting with internal and external communications, and supporting marketing campaigns that drive awareness, engagement, and enrollment. The ideal candidate is creative, detail-oriented, and highly organized, with a strong understanding of digital trends and audience behavior.

MINIMUM QUALIFICATIONS:

- Associate's degree ***and*** Three (3) years of related work experience
- Note: Experience may substitute for the degree on a year-for-year basis

PREFERRED QUALIFICATIONS:

- Strong organizational skills and attention to detail
- Working knowledge of standard marketing/digital tools
- Basic experience with design platforms (Adobe Creative Suite or similar tools such as Canva)
- Basic experience with Microsoft 365
- Strong written and verbal communication skills
- Ability to manage multiple projects and deadlines
- Strong interpersonal skills and ability to work collaboratively
- Experience managing social media accounts for an organization or brand
- Familiarity with content creation trends, including short-form video and platform-specific strategies
- Familiarity with email marketing tools like Constant Contact or Mailchimp
- Basic photography and videography skills (DSLR or mobile-based content creation)
- Experience with social media scheduling/analytics tools
- Understanding of digital marketing concepts, including audience targeting and engagement strategies

SALARY/BENEFITS:

Commensurate with qualifications.

APPLICATION DEADLINE:

Open Until Filled

TO APPLY: Please submit an online application using the OTC online job center website. 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, and drug screen. All male applicants between the ages of 18 and 26 years of age must present proof of Sele

Service Registration. Copies of all transcripts should be submitted at the time of application for faculty positions. Official transcripts are required upon employment. For more information, please contact the Director for Human Resources at 912.871.1801 or employment@ogeecheetech.edu.

Equal opportunity and decisions based on merit are fundamental values of the Technical College System of Georgia (TCSG). The TCSG State Board prohibits discrimination on the basis of an individual's age, color, disability, genetic information, national origin, race, religion, sex, or veteran status ("protected status"). No individual shall be excluded from participation in, denied the benefits of, or otherwise subjected to unlawful discrimination, harassment, or retaliation under, any TCSG program or activity because of the individual's protected status; nor shall any individual be given preferential treatment because of the individual's protected status, except the preferential treatment may be given on the basis of veteran status when appropriate under federal or state law.

Ogeechee Technical College is an equal opportunity employer. All employment processes and decisions, including but not limited to hiring, promotion, and tenure shall be free of ideological tests, affirmations, and oaths, including diversity statements. The basis and determining factor for such decisions should be that the individual possesses the requisite knowledge, skills, and abilities associated with the role, and is believed to have the ability to successfully perform the essential functions, responsibilities, and duties associated with the position for which the person is being considered. At the core of any such decision is ensuring the institution's ability to achieve its mission and strategic priorities in support of student success.

The following person(s) have been designated to manage inquiries regarding the nondiscrimination policies:

- *Christy Rikard, Vice President for Student Affairs, Ogeechee Technical College, One Joseph E. Kennedy Blvd., Office 198C, Joseph E. Kennedy Building, Statesboro, GA 30458, 912.486.7607, crikard@ogeecheetech.edu*
- *Sabrina Burns, ADA/Section 504 Coordinator, Ogeechee Technical College, One Joseph E. Kennedy Blvd., Office 711, Assessment Center, Statesboro, GA 30458, 912.486.7211, sburns@ogeecheetech.edu*