



POSITION ANNOUNCEMENT

Position: Director of Social Media and Production

Job Description: Southwest Mississippi Community College has an opening for a full-time Director of Social Media and Production. The Director of Social Media and Production is responsible for shaping and executing the college's digital storytelling and media strategy. This role oversees the creation, coordination, and dissemination of dynamic multimedia content across social platforms, institutional websites, and digital campaigns to elevate brand awareness, engage diverse audiences, and support enrollment and retention goals. This position reports to the Vice President for Student Affairs.

Duties and Responsibilities: Include but are not limited to:

- Develop and implement a comprehensive social media strategy that supports enrollment, retention, and community outreach goals.
- Manage the college's presence across platforms including Facebook, Instagram, X (formerly Twitter), YouTube, and emerging channels.
- Collaborate with departments, faculty, and student groups to amplify campus events, academic programs, and student achievements.
- Monitor trends, respond to inquiries, and ensure timely, inclusive, and engaging content.
- Lead the planning, production, and distribution of multimedia content including videos, photography, graphics, and promotional materials.
- Oversee video shoots, livestreams, and post-production for events such as commencements, student spotlights, and faculty features.
- Ensure all content aligns with the college's brand identity, accessibility standards, and values.
- Track and analyze performance metrics to assess impact and inform strategy.
- Prepare regular reports on engagement, reach, and campaign effectiveness.

Salary: Based on Experience and Education

Qualifications: Bachelor of Arts Degree

Experience: 2+ years of experience in video production
Proven Experience in video production and live streaming
Strong technical skills

Contact: Send cover letter, staff application, resume, and transcript to Jennifer Knight, Human Resources, 1156 College Drive, Summit, MS 39666-9029, Phone: 601-276-3850, Email: hr@smcc.edu

Application Deadline: May 1, 2026 by 2 p.m. Failure to include requested application information will preclude applicant from consideration of position.

Nondiscrimination Statement:

Southwest Mississippi Community College does not discriminate on the basis of race, color, national origin, age, sex, religion, or disability in its programs, activities or employment practices. The following persons have been designated to handle inquiries and grievances regarding the non-discrimination policies: Mrs. Rhonda Gibson, Director of Disability Support Services, 601-276-3885; Mr. Blake Brewer, Vice President for Student Affairs and Title IX Coordinator, 601-276-3717; SMCC, 1156 College Drive, Summit, MS 39666.