



Now Recruiting!

Digital Communications Specialist

The Alabama College of Osteopathic Medicine (ACOM) is now recruiting for a Digital Communication Specialist. This position reports to the Director of Communications and Marketing and is responsible for the management of the ACOM website and other digital communication channels. This includes designing, building, and implementing all web pages, and administering the college's social media accounts. The successful candidate will have in-depth knowledge of both frontend and backend site maintenance with specific skills in website development, communications and digital publications.

Duties and Responsibilities:

- Promote the mission of ACOM to all faculty, staff, students, alumni, and the community at large.
- Provide vision and leadership in collaborating with faculty and staff to develop and design online content and integrating it within the larger ACOM web presence, including social media, branding and marketing.
- Serve as the primary client contact for ACOM public-facing websites and web-based services.
- Manage ACOM web development both frontend and backend, collaborating with Information Systems and Communications and Marketing, for design and updates.
- Develop at least weekly stories for online ACOM news section on website.
- Manage ACOM event web pages, digitizing publications, media-marketing efforts, and digital advertising in conjunction with Communications and Marketing.
- Collaborate with multiple divisions to develop and implement strategies for graphic design, video production, mobile applications, and interactive online technologies.
- Develop and maintain a comprehensive and agile SEO strategy.
- Develop and implement social media strategies for the ACOM community.
- Develop and make recommendations for strategic digital communications and marketing plans.
- Provide digital performance reporting and insightful analysis to drive greater audience engagement.
- Assist the Director of Communications and Marketing with management of ACOM's media monitoring platform, inclusive of generating media reports.
- Willing to assist with other marketing functions, such as event coordination, as needed.

Knowledge, Skills, and Abilities:

- Experience in website development and management.

- Experience in graphic design and information architecture; common web development tools and programming; current web design standards, regulations, laws and trends.
- Familiarity with Web server software and technologies.
- Proficiency with content management systems, such as WordPress.
- Proficiency in PHP, HTML, CSS, Adobe Creative Suite, etc., preferred.
- Proficiency in social media management on all major platforms.
- Ability to prioritize and manage multiple projects.
- Ability to work independently with minimal supervision and as a member of a team.
- Ability and willingness to learn new computer and information applications.
- Aptitude for market research, analysis, and campaign evaluation with the ability to translate quantitative information into creative strategies.

Qualifications:

Bachelor's degree from an accredited college or university in a related field, and minimum of 3 years of web design, content management, social media writing/management required.

Bachelor's degree in Communications or Marketing preferred. Experience in healthcare and/or education preferred.

Review of applications will begin immediately. Applicants should submit an online application for employment, cover letter addressing qualifications for the position and curriculum vitae or resume at <https://pm.healthcaresource.com/cs/samc/#/job/15184>

ACOM does not discriminate on the basis of age, race, color, sex, gender, sexual orientation, religion or creed, national or ethnic origin, or disability in its programs, activities, hiring or the admission of students. This policy applies in recruitment and admission of students, employment of faculty and staff, and scholarship and loan programs. This policy is also followed in the operation of all other programs, activities and services of the College. ACOM is proud to be a tobacco-free and drug-free campus.

ACOM Mission

The Alabama College of Osteopathic Medicine will provide quality, learner-centered osteopathic education, research, and service, while promoting graduate medical education, with emphasis on patient-centered, team-based primary care to serve the medically underserved areas of Alabama, the Tri-State area and the nation.