



# Marshall B. KETCHUM UNIVERSITY

## Digital Content and Marketing Coordinator

### **JOB SUMMARY**

Are you visually creative, well-organized and enjoy project management? This position offers both. Under the direction of the Director of Continuing Education (CE), the CE Event & Content Coordinator will work to ensure the success of professional, smooth-running continuing education events for all colleges of Marshall B. Ketchum University.

You will have the opportunity to design and manage all CE event and marketing materials, social media and also have the opportunity to co-manage all the CE events.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- **Online Course Manuals**
  - Design, update and manage material submitted
  - Combine all course content into one downloadable, encrypted PDF
  - Create Course Manual webpage content
  - Work with Marketing Department for online publishing
- **Course Manual Management**
  - Edit and manage presentation submissions for compatibility with course manuals
  - Manage sponsorship content
- **Design | Update Marketing Materials**
  - Knowledge of Adobe InDesign
  - Flyers, schedules, calendars
  - Constant Contact email blasts
- **CE Webpage**
  - Write, manage and update CE web content
  - Update monthly CE landing page
- **Social Media Design & Updates**
- **Accounting Reports**
- **Assist in Managing Live CE Events and Reconciliation of Events**
- **Process Course Evaluations**
- **Customer Service**
- **Record Management**
  - Cvent
  - Knowledge of web-based data bases
  - Address list, email list

### **QUALIFICATION REQUIREMENTS**

To perform this job successfully, the candidate must be able to perform each duty above satisfactorily. The requirements below are representative of the knowledge,

skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be willing to work weekends for CE events
- Knowledge of Windows, Microsoft Office Suite, and Adobe Creative Cloud products
- Basic accounting knowledge
- Clear verbal and written communication skills; good editing and proofreading skills
- Attention-to-detail
- Good critical thinking, organizational and problem solving skills
- Work independently, self-starter and ability to self-teach
- Excellent customer service skills
- Must be able to occasionally lift 25-35 pounds

### **EDUCATION AND/OR EXPERIENCE**

The minimum amount of education and experience that an individual needs in order to successfully perform the essential duties of the position is:

- High School diploma or General Education Degree (GED)
- Associates Degree or equivalent experience preferred
- Graphic design experience
- Web content editing experience
- Constant Contact experience

### **ABOUT THE ORGANIZATION**

Located in Fullerton, CA, Marshall B. Ketchum University is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of Physician Assistant Studies and College of Pharmacy. Named after the founder of the optometric institution in 1904, the change to the University structure addresses the growing demand for highly skilled health care professionals.

The University's Southern California College of Optometry confers a Doctor of Optometry (OD) and a Master of Science in Vision Science (MS) degree. MBKU's School of Physician Assistant Studies under the College of Health Sciences awards a Master of Medical Sciences (MMS) degree. MBKU's College of Pharmacy welcomed its first class in the fall of 2016 and will award a Doctor of Pharmacy (PharmD) degree. MBKU owns and operates two premier eye and vision care centers: the University Eye Center at Ketchum Health and the University Eye Center at Los Angeles.

### **BENEFITS**

MBKU provides an excellent benefits package including medical, dental, and life insurance, free vision exams, short and long term disability, generous paid time off plans, a university-sponsored retirement plan with a 9% contribution and an on-site fitness center located on the Fullerton campus. See our website under *Employment* for more details regarding benefits of working for MBKU ([www.ketchum.edu](http://www.ketchum.edu)).

**HOW TO APPLY**

Interested candidates, please send a cover letter along with your resume to [humanresources@ketchum.edu](mailto:humanresources@ketchum.edu) . Position is open until filled.

MBKU is an equal opportunity employer; requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

All MBKU employees must be fully vaccinated against COVID-19. New employees must show proof of vaccination by the first day of work. Requests for reasonable accommodation due to medical or religious reasons will be considered on a case-by-case basis.