

## Multimedia Specialist – Vincennes, IN

### What you'll be doing:

Help us tell the VU story! You will be using graphic design, photography, and other skills to develop and implement compelling recruitment and enrollment strategies. This is an ROI-driven department looking for an ROI-driven multimedia specialist to help us identify and create messages that appeal to target audiences and generate proven results. This position reports to the Senior Director of External Relations. Your work will be essential to ensure VU is putting the right message in front of the right people. A passion for visual storytelling is a must.

### Essential Functions:

- Create captivating graphic designs to promote VU, capture high-impact photography and video to be used on the University website, social media pages, digital billboards, email campaigns, along with other digital and broadcast media.
- Use an array of analytics to monitor, analyze and enhance the performance of campaigns including targeted ads on social media, search and display.
- Benchmark and provide usage reports and recommendations for all channels of communication to ensure best practices and utilization of modern (traditional/nontraditional) communications channels.
- Perform related duties as assigned.

### Qualifications:

- Associate degree, Bachelor's degree (preferred), or equivalent experience.
- Advanced capabilities using the Adobe Creative Suite.
- Experience with Vincennes University's (or similarly positioned college) target audiences.
- Exceptional writing skills, oral communication, analytical thinking, and problem-solving skills.
- Strong understanding of business process documentation and database management.
- Ability to handle sensitive data in a shared drive environment along with work with spreadsheets and presentation software.
- Understanding of key messaging/value propositions and the use of measurement tools/software to monitor and improve ROI.

### Benefits:

Competitive benefits package including health insurance, 16 paid holidays, tax-deferred retirement contributions, vacation, and sick leave. More information can be found by visiting the Benefits page of the VU website:

<http://vinu.edu/human-resources>

### How to Apply:

Interested applicants should submit the following, in order, via email as one pdf document: a cover letter, resume, and contact information for three references. **Title Format: LastName\_FirstInitial\_JobTitle** to [jobs@vinu.edu](mailto:jobs@vinu.edu) or hard copy application materials may be mailed to Human Resources, 1002 North First Street, Vincennes, IN 47591.

Applications will be accepted until the position is filled. Interviews may be held concurrently with the advertising period. While we sincerely appreciate all applications, only those candidates selected for an interview will be contacted. Please note the selected candidate will be required to submit to a criminal history background check.

Vincennes University is an Affirmative Action Equal Opportunity Employer