Overview:

Hellenic College Holy Cross (HCHC) is the intellectual, educational, and spiritual formation center of the Greek Orthodox Archdiocese of America, stimulating, developing, and sustaining ordained and lay vocations for service to Church and society, based on faith. HCHC collaborates with Orthodox Church-affiliated institutions and ministries and offers opportunities for lifelong learning.

Job Summary:

The Incumbent is responsible for the MarCom, Design, Media, and Webmaster duties, as well as the Information Technology office. These materials include, but are not limited to, posters, brochures, multi-page publications, marketing collateral, institutional advancement materials, print ads, signage, and invitations, as well as email and online media campaigns. He/she is responsible for developing and maintaining HCHC brand standards and ensuring that the integrity of the HCHC brand is upheld across all internal and external channels of communication.

Interface with information technology.

As the lead media producer/manager, s/he is responsible for overseeing all HCHC media/audio-visual productions. These include, but are not limited to, promotional videos, photography, Day of Giving videos, video tutorials, live streams, Answering the Call video series, as well as other online education resources. The media manager will also be responsible for coordinating the campus Marketing/Audio-Visual student workers.

As the Webmaster, s/he is responsible for managing and publishing content, maintaining web design, answering consultation questions, front-end development and increasing the online presence of the www.hchc.edu website.

As the lead Information Technology manager, s/he is responsible for maintaining and planning for future growth of the technology resources to support productive business operations of HCHC. This includes collaborating with IT vendors or contractors on managing servers, printers, cloud based computer and software platforms (ie. Gmail), as well as other information technology resources on the campus. The IT Manager will also be responsible for developing maintenance and growth plans, creating annual and project budgets, and coordinating the campus IT student employees.
Key Responsibilities:

- Design marketing materials for print and web in accordance with HCHC brand standards.
  - Provide oversight and art direction to outside vendors and freelance print and web designers as needed
  - Facilitate the production of print work with offsite vendors
- Manage all aspects of the HCHC website
  - Design and develop functional and easy to use web pages
  - Test website across browsers, operating systems, and devices
  - Maintain, configure, and troubleshoot/debug SSL, domain name, broken links, and Wordpress backend
  - Search engine optimization for HCHC website
  - Maintain up-to-date web content
  - Address user complaints/comments/inquiries
- Develop and manage HCHC’s social media content strategy
  - Create, curate and schedule content for Facebook, Instagram, Twitter, and YouTube
- Direct team of student workers to assist with:
  - Marketing and communications initiatives
  - Media production initiatives
  - IT initiatives
- Perform additional duties as required.

Education & Experience:

- BA or BS in a related field required; Master’s degree/professional certifications preferred.
- 5-8 years of graphic and web design experience working in a collaborative, creative, and deadline-driven environment. Not-for-profit design and marketing experience a plus.
- Experience in writing and communications.
- Experience managing diverse teams preferred.

Qualifications:

- Excellent verbal and written communication and proofreading skills
- Demonstrated ability to take a project from concept to completion
- Ability to multi-task and consistently meet tight deadlines
- Ability to adapt to a changing work environment and manage diverse personalities
- High level of proficiency using Adobe Creative Suite in a Mac environment
- Social media proficiency and knowledge of best practices
- Experience with XHTML, HTML5, CSS, and UX design best practices
- Demonstrated knowledge of WordPress
- Knowledge of SEO best practices and experience implementing SEO strategies
- Proficiency using Basecamp to manage projects and streamline workflow
- Web development experience a plus
- Solid understanding of the Orthodox Christian faith

Documents for Submission:

- Resume with cover letter
- Link to online graphic design portfolio

Contact Information:
resumes@hchc.edu

Hellenic College is an equal opportunity employer.
A diverse workforce and an inclusive culture is valued