FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION 2026

COMMUNICATIONS COORDINATOR

FLSA STATUS: NON-EXEMPT – PAY GRADE: 15-C

JOB FAMILY: MARKETING AND COMMUNICATIONS
JOB FUNCTION: COMMUNICATIONS

GENERAL STATEMENT OF JOB

The Communications Coordinator plays a key role in the planning, creation, and implementation of content that promotes Collegewide initiatives, programs, and events. This position functions as an internal journalist/writer and content creator, and manages communications across multiple platforms, including web, email, and social media. The role may also include support for event-specific marketing and coordination efforts, serving as a liaison with internal teams and external partners to ensure consistent messaging, timely delivery of assets, and audience engagement for both institutional and program specific outreach.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES *(depending upon assignment)*

Conceptualizes, drafts, proofreads, and posts content on relevant social media accounts, and regularly interacts with various target audiences to drive engagement. Utilizes social media management and design tools to build schedules, develop graphics, monitor accounts, and track performance.

Researches, writes, and reviews promotional, marketing, and other content for the College's social media accounts, website, and various internal and external communication channels.

Collaborates with internal teams such as the marketing team, web team, content experts across the College, and/or external partners, to ensure consistency across all marketing and communications efforts and projects. Publishes and maintains content in web content management systems to promote events, share news, and highlight college activities, ensuring display of authorized details and media assets with proper formatting, branding, and accessibility.

Assists in the shooting, production, and editing of video content related to College programs, community initiatives, special events, and partnerships for internal and external promotions.

Develops and implements integrated communications plans, providing coordinated project management to support internal goals, brand visibility, and audience development.

Compiles, analyzes and distributes reports on social media engagement, marketing metrics, website analytics (e.g., Google Analytics) and/or other usage-tracking data methods to evaluate campaign effectiveness.

Plans and sends targeted eblasts using various email platforms, leveraging audience data to promote College messaging, special events, and activities.

Supports marketing and outreach for educational activities and community engagement programs (e.g., College Commencement, Next Stop Broadway, Summer Musical Theatre Experience), including registration, logistics, and promotional materials.

Participates in community events and serves as point of contact, as scheduled.

Supports communications functions and activities in support of all FSCJ students.

Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

May supervise support staff as assigned.

MINIMUM QUALIFICATIONS

High School diploma or GED, supplemented by a minimum of five (5) years of work experience in a digital marketing, content creation, social media, or web content publishing environment; OR Associate's degree from a regionally accredited institution in marketing, communications, or digital media and two (2) years of work experience in a digital marketing, content creation, social media, or web content publishing environment.

PREFERRED QUALIFICATIONS

Bachelor's degree from a regionally accredited institution in mass media communications, digital media, journalism, or related field and three (3) years of related work experience developing and disseminating social media content, including video and graphics; writing and proofreading for various mediums and audiences; and utilizing social, marketing, and web analytics. Two (2) years of experience in publishing and working with social media products and/or experience working within a web content management system. Familiarity with AP Stylebook.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking; expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 5/2016

Revised: 6/2018; 05/2019; 5/2/24; 8/25/25;10/28/26