



## Online Education and Communications Coordinator

Temporary Position- Part Time: 10-15 hours per week

Initial Term: July 1, 2021 – September 30, 2022

**Overview:** University of Vermont Extension has three projects in 2021-2022 that include online education events, project webpages and communications initiatives to disseminate project resources to target stakeholders. UVM is seeking an experienced individual capable of coordinating ongoing online educational events and developing a multi-media communications plan to expand the reach of the projects. The selected candidate will work closely with the maple extension and maple business project directors, coordinate with 3<sup>rd</sup> party consultants and coordinate external services to implement the communications plan.

### Responsibilities:

- Develop and Oversee national promotion campaign for project content (social media/web/media outreach)
- Develop and implement Search Engine Optimization and Analytics strategy for online maple content
- Webpage development and editing in collaboration with web development consultant
- Coordinate online events (registrations, participant communication and event management)

### Location and Essential Requirements:

- Telecommute- Remote Work Option:
  - Requires access to internet for a communications and project activity
- In-office option: Temporary workspace at selected UVM Extension Office, location to be determined.
- Motivated individual capable of working independently.
- Experience and evidence of strong written communication skills and strong print/layout/design experience.
- Experience with internet communications, promotion analytics, and optimization.
- Evening work hours during periods of online events (2 nights per month in summer, Plus 2 nights per week in October).
- A laptop computer and necessary office/workspace equipment and supplies will be provided.

**Compensation Range:** ~\$23-\$30 per hour, final wage determination is made by UVM Human Resources based on level of previous experience.

**To Apply:** Submit all of the following items to Amy Walker via email: [Amy.L.Walker@uvm.edu](mailto:Amy.L.Walker@uvm.edu)

- Resume or CV
- Cover Letter