

POSITION VACANCY ANNOUNCEMENT

POSITION TITLE: Part Time Social Media Specialist

LOCATION: Panola College – Carthage campus

EMPLOYMENT TERM: Part Time, 12-month position

BEGINNING DATE: Negotiable

JOB DESCRIPTION: This position plays a key role in capturing and creating engaging content that reflects the life, energy, and achievements of Panola College students, faculty, staff, and programs. The Specialist will maintain a detailed content calendar, assist with website updates, track social media analytics, and execute a content strategy aligned with the College’s goals. A complete job description can be found at panola.edu/humanresources.

QUALIFICATIONS: Associate’s degree or higher in marketing, communications, digital media, public relations, or related field is preferred. Demonstrated experience managing social media for an organization or personal brand (portfolio or examples will be required). Proficiency in photo and video editing tools; strong writing, proofreading, and storytelling skills; familiarity with trending social media formats and engagement strategies.

COMPENSATION: The hourly wage offered will be commensurate with educational background and work experience.

BENEFITS: Benefits are not offered to this position

CLOSING DATE: Screening of applications to begin immediately. Position open until filled.

APPLICATION PROCEDURE: Applicants should secure and submit an application with resume and official transcripts to:

Jeremy Dorman, Director of Human Resources
Panola College
1109 W. Panola St
Carthage, Texas 75633
903.693.2021 Email: jdorman@panola.edu

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