

Position Available

Freelance Services Coordinator Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$25.14

About the Position

The person in this position will manage a team of freelance professionals who provide services the Office of College Advancement team.

The person hired for this position will work from home, report directly to the director of marketing and communications and be available to attend an on-site, all-employee meeting three times a year.

Because this is a part-time, casual position, individuals interested in the position should not depend upon it as their primary source of income. For the person hired for this position, his or her schedule and work hours of up to 20 hours per week, or 1,000 hours a year, will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Oversee freelance writers, editors, PR and marketing professionals, graphic designers, photographers and videographers who perform professional tasks for the Office of College Advancement
- Work with marketing and communications specialists to ensure projects are adequately staffed to meet the needs of the team
- Track projects and ensure each submitted project meets established deadlines and is accompanied by the working files and an invoice
- Receive, review and approve monthly time sheets and invoice totals submitted by freelancers
- Provide orientation
- Submit time sheets and invoice totals to the executive director of marketing and communications
- Use correct grammar, spelling, punctuation and AP style in all writing
- Handle projects accurately, efficiently and effectively
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information

- Travel to Harrisburg, Pa., three times a year to meet with the staff of the Office of College Advancement

Qualifications

The successful candidate must:

- Possess at least three years of experience in media relations, marketing, communications and social media
- Possess excellent decision-making, editing, interpersonal, organizational, planning, proofreading, verbal communication and writing skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate competency in writing and editing for AP style
- Demonstrate ability to successfully manage several freelance professionals
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education
- Live within a two-hour driving distance of Harrisburg, Pa.; this is preferable but not a requirement

Equipment Requirements

The successful candidate must possess a:

1. Home office
2. High-speed Internet access
3. Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
4. Dedicated telephone line
5. Fax machine (preferably with a line separate from the telephone line)
6. Copier
7. Scanner

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word
- Three typed writing samples from the past 12 months, including at least one public relations and marketing-related document
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Graphic Designer Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$19.01

About the Position

The person in this position will prepare visual presentations by designing art and copy layouts.

The person hired for this position will work from home, report directly to the director of visual communications and be available to attend an on-site, all-employee meeting three times a year.

This is an independent contractor position. Therefore, the person hired for this position will receive the appropriate tax forms when hired and when the tax season begins and be responsible for his or her own taxes. He or she will be compensated once a month through direct deposit.

Because this is an independent contractor position, individuals interested in the position should not depend upon this position as their primary source of income. For the person hired for this position, his or her work hours and schedule will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Design printed and online materials based on provided information and materials
- Utilize In-Design software to create designs, maps, graphics and similar materials
- Handle projects accurately, efficiently, effectively and according to established deadlines
- Submit each completed project, working files and invoice in one email
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Be flexible, able to adjust designs to fit the needs or taste of clients

Qualifications

The successful candidate must:

- Possess at least five years of experience in graphic design
- Possess excellent decision-making, graphic design, interpersonal, organizational, planning, proofreading and visual communication skills
- Possess the ability to solve problems, think critically and work independently

- Demonstrate competency in In-Design
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education

Equipment Requirements

The successful candidate must possess a:

- Home office
- High-speed Internet access
- Adobe Design Premium CS4 or above
- Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
- Dedicated telephone line
- Fax machine (preferably with a line separate from the telephone line)
- Copier
- Scanner

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word
- Portfolio that includes three projects completed within the last 12 months (exclude confidential materials and those produced under a confidentiality agreement)
- Convert documents to PDFs
- Do so **by Aug.15**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Marketing and Communications Specialist Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$22

About the College

HACC, Central Pennsylvania's Community College, is Pennsylvania's largest and best community college, serving more than 22,000 credit students and thousands more noncredit students in workforce training, public safety programs, trades and technology, and computer training. The College is a dynamic, client- and community-focused institution that covers a 10-county area in the region and has five physical campuses and a global Virtual Campus.

About the Position

The person in this position joins a team of professionals that provides integrated communications planning to support internal clients in achieving the College's goals of increasing enrollments and raising funds for the HACC Foundation to support students.

The person hired for this position will work from home, report directly to the director of marketing and communications and be available to attend an on-site, all-employee meeting three times a year.

Because this is a part-time position, individuals interested in the position should not depend upon this position as their primary source of income. For the person hired for this position, his or her work hours and schedule will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Develop, edit and proofread marketing and communications plans for clients
- Develop, edit and proofread media-related pieces for clients (news releases, talking points, letters to the editor, etc.)
- Write, edit and proofread communication pieces for clients (correspondence, reports, profiles, newsletters, Web text, etc.)
- Use correct grammar, spelling, punctuation and AP style in all writing
- Prepare effective, comprehensive public relations programs and plans that are well organized and well written with detailed time and dollar budgets that are appropriate to client needs and reasonable with the resource utilization; ensure efficient execution of plans
- Manage a team that consists of writers, graphic designers, photographers and videographers
- Handle projects accurately, efficiently, effectively and according to established deadlines
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes

- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Ensure supervisors are kept fully informed regarding activities, plans and clients
- Travel to Harrisburg, Pa., three times a year to meet with the staff of the Office of College Advancement

Qualifications

The successful candidate must:

- Possess at least three years of experience in media relations, marketing, communications and social media
- Be knowledgeable in integrated marketing communications
- Possess excellent decision-making, editing, interpersonal, organizational, planning, proofreading, verbal communication and writing skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate competency in writing and editing for AP style
- Demonstrate competency in computer and related software applications necessary to perform the job including, but not limited to, online project management, Adobe PhotoShop, InDesign, Illustrator, Acrobat and DreamWeaver
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education
- Live within a two-hour driving distance of Harrisburg, Pa.; this is preferable but not a requirement

Equipment Requirements

The successful candidate must possess a:

- Home office
- High-speed Internet access
- Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
- Dedicated telephone line
- Fax machine (preferably with a line separate from the telephone line)
- Copier
- Scanner

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted

as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)

- Résumé typed in Microsoft Word
- Three typed writing samples from the past 12 months, including at least one public relations and marketing-related document
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Media Buying Specialist Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$19.01

About the Position

The person in this position joins a team of professionals that provides integrated communications planning to support internal clients in achieving the College's goals of increasing enrollments and raising funds for the HACC Foundation to support students.

The media buying specialist is responsible for purchasing media space or time, as well as researching and developing an effective media campaign for clients. The media buying specialist will find a combination of media that will enable the College to communicate the message in the most effective manner possible at the minimum cost.

The person hired for this position will work from home, report directly to the director of marketing and communications and be available to attend an on-site, all-employee meeting three times a year.

Because this is a part-time position, individuals interested in the position should not depend upon this position as their primary source of income. For the person hired for this position, his or her work hours and schedule will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Handle multiple client accounts, scheduling, monitoring projects and meeting deadlines without missing a beat
- Identify the target audience for a particular media campaign and determine how best to reach that audience using market research information, such as demographics, media usage, ratings and the type of content in a given vehicle
- Buy media by booking individual media spots, pages, posters, internet banners, broadcast advertising, etc.
- Monitor the purchased media to make sure the advertisements appear as planned and accurately so the desired media message is seen and heard by consumers
- Monitor the effectiveness of a campaign as research for future campaigns
- Keep on top of current market research and trends, including sales and consumer data
- Coordinate client reporting and budget management, including preparing costing for clients and producing spending updates throughout the campaign
- Negotiate with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising
- Process invoices attached to media buying placements
- Use correct grammar, spelling, punctuation and AP style in all writing
- Submit monthly time sheet detailing projects, billable hours and invoice totals

- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Travel to Harrisburg, Pa., three times a year to meet with the staff of the Office of College Advancement

Qualifications

The successful candidate must:

- Possess at least five years of experience in media buying
- Possess technical skills to execute media buys using media research; and media buying and tracking software
- Possess excellent decision-making, interpersonal, organizational, planning, verbal communication and writing skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate competency in writing and editing for AP style
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a bachelor's degree from an accredited institution of higher education
- Live within a two-hour driving distance of Harrisburg, Pa.; this is preferable but not a requirement

Equipment Requirements

The successful candidate must possess a:

- Home office
- High-speed Internet access
- Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
- Dedicated telephone line
- Fax machine (preferably with a line separate from the telephone line)
- Copier
- Scanner

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word

- Three typed writing samples from the past 12 months, including at least one public relations and marketing-related document
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Photographer
Office of College Advancement
HACC, Central Pennsylvania's Community College
Hourly rate: \$19.96

About the College

HACC, Central Pennsylvania's Community College, is Pennsylvania's largest and best community college, serving more than 22,000 credit students and thousands more noncredit students in workforce training, public safety programs, trades and technology, and computer training. The College is a dynamic, client- and community-focused institution that covers a 10-county area in the region and has five physical campuses and a global Virtual Campus.

About the Position

The person in this position will produce quality photographic images for use by the Office of College Advancement.

The person hired for this position will work from home, be able to travel within HACC's coverage area and be available to attend an on-site, all-employee meeting three times a year. The position reports directly to the director of visual communications.

Because this is a part-time, casual position, individuals interested in the position should not depend upon it as their primary source of income. For the person hired for this position, his or her schedule and work hours of up to 20 hours per week, or 1,000 hours a year, will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Photograph individuals, groups, scenes, events such as commencement, Phi Theta Kappa induction ceremonies, etc. as assigned
- Color correct and prepare photographs, providing 300 dpi, cmyk, quality images
- Upload those images onto a designated website accessible by the Integrated Marketing Communications team
- Handle projects accurately, efficiently, effectively and according to established deadlines
- Submit each completed project, the url to access the photographs and invoice in one email
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Be flexible; adjust work to suit the needs / request of the client

Qualifications

The successful candidate must:

- Possess at least three years of experience in professional photography
- Possess excellent decision-making, photographic, interpersonal, organizational, planning, proofreading and visual communication skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate knowledge of how to operate a camera and related equipment to produce unique images to meet a variety of needs.
- Demonstrate competency in Adobe Photoshop
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education

Equipment Requirements

The successful candidate must possess a:

- Home office
- High-speed Internet access
- Professional photography equipment, including digital camera, flash and support tools
- Adobe Design Premium CS4 or above
- Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
- Dedicated telephone line
- Fax machine (preferably with a line separate from the telephone line)
- Copier
- Scanner
- Reliable transportation

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word
- Portfolio that includes three projects completed within the last 12 months (exclude confidential materials and those produced under a confidentiality agreement)
- Convert documents to PDFs
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Project Coordinator Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$14.89

About the Position

The person in this position will manage internal requests for marketing and communications materials. The project coordinator will work with the Integrated Marketing Communications team to ensure requests are handled promptly and properly.

The person hired for this position will work from home, report directly to the executive director of marketing communications and be available to attend an on-site, all-employee meeting three times a year.

Because this is a part-time position, individuals interested in the position should not depend upon this position as their primary source of income. For the person hired for this position, his or her work hours and schedule will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Monitor online request form submissions
- Review requests to ensure the form is properly completed, is accurate and adheres to directions; return those who do not fulfill the requirements back to the requester
- Determine what templates and online resources are available to fill the request and direct the requester to those materials
- Determine who should handle requests
- Use correct grammar, spelling, punctuation and AP style in all writing
- Handle projects accurately, efficiently, effectively and according to established deadlines
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Travel to Harrisburg, Pa., three times a year to meet with the staff of the Office of College Advancement

Qualifications

The successful candidate must:

- Possess at least three years of experience in media relations, marketing, communications and social media

- Possess excellent decision-making, editing, interpersonal, organizational, planning, proofreading, verbal communication and writing skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate competency in writing and editing for AP style
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education
- Live within a two-hour driving distance of Harrisburg, Pa.; this is preferable but not a requirement

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word
- Three typed writing samples from the past 12 months, including at least one public relations and marketing-related document
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.

Position Available

Videographer (Casual) Office of College Advancement HACC, Central Pennsylvania's Community College

Hourly rate: \$19.96

About the Position

The person in this position will prepare visual presentations through use of videography.

The person hired for this position will work from home, be able to travel within HACC's coverage area and be available to attend an on-site, all-employee meeting three times a year. The positions reports directly to the director of visual communications.

Because this is a part-time, casual position, individuals interested in the position should not depend upon it as their primary source of income. For the person hired for this position, his or her schedule and work hours of up to 20 hours per week, or 1,000 hours a year, will depend upon the volume of work requested by HACC.

Responsibilities

The responsibilities of the position follow:

- Record moving images on many different types of electronic media such as videotape, disk, memory card and other electro-mechanical devices
- Broadcast events live
- Record a variety of events, including conferences, ceremonies, campus events, classrooms, sports events, commencement, etc.
- Operate and maintain a variety of video equipment
- Edit footage to meet the expectations of clients
- Maintain video walls and satellite and editing lighting and sound.
- Handle projects accurately, efficiently, effectively and according to established deadlines
- Submit each completed project, URL to access videos on HACC's YouTube site and invoice in one email
- Submit monthly time sheet detailing projects, billable hours and invoice totals
- Assume the cost of work-related expenses, including taxes
- Adhere to HACC policies and procedures, style guides and visual identity standards
- Sign an agreement acknowledging you will adhere to HACC policies and procedures, style guides and visual identity standards
- Handle all information appropriately and ensure the security of the information
- Be flexible; adjust work to suit the needs / request of the client

Qualifications

The successful candidate must:

- Possess at least three years of experience in professional videography

- Possess excellent decision-making, interpersonal, organizational, planning, proofreading and visual communication skills
- Possess the ability to solve problems, think critically and work independently
- Demonstrate knowledge of how to operate a video camera and related equipment to produce unique images to meet a variety of needs.
- Demonstrate ability to successfully manage multiple priorities and projects
- Demonstrate ability to interact with internal and external stakeholders effectively and courteously
- Demonstrate the ability to maintain a high level of performance
- Demonstrate punctuality, discretion, integrity, confidentiality and ability to be proactive
- Possess a degree from an accredited institution of higher education

Equipment Requirements

The successful candidate must possess a:

- Home office
- High-speed Internet access
- Professional videography equipment including cameras, tripods, computers, editing equipment, digital storage devices and sound mixing equipment
- Microsoft Office Suite (including Word, Access, Excel, Outlook and PowerPoint)
- Dedicated telephone line
- Fax machine (preferably with a line separate from the telephone line)
- Copier
- Scanner
- Reliable transportation

Application process

Individuals interested in applying for this position should email the following documents to mpsaylor@hacc.edu:

- Cover letter typed in Microsoft Word (The cover letter should address each of the bulleted items in the qualifications section above. The bulleted items should be formatted as subheadings, and your relevant experience should be provided below each subheading. Please bold each subheading.)
- Résumé typed in Microsoft Word
- Portfolio that includes three video projects completed within the last 12 months (exclude confidential materials and those produced under a confidentiality agreement)
- Do so **by Aug. 28, 2012**

Incomplete applications will not be considered, and individuals who submit application materials that do not adhere to the required format will not be interviewed. Also, application materials will not be returned.