**Position**: Multimedia Manager

**Department**: Marketing **Reports to**: Chief Information Officer

**General Description and Purpose**:

American Canadian School of Medicine (ACSOM) is a new medical school located in one of the world’s most stunning settings, the Caribbean. Setting precedent as a non-profit working in unison with the Commonwealth of Dominica and local healthcare facilities, ACSOM makes access to medical education a top priority. ACSOM maintains a strong commitment to preparing excellent physicians through a clinically integrated curriculum, a large network of teaching hospitals, a thriving international student environment, traveling faculty from elite U.S. medical schools—such as Yale and Penn State—and specific integrated preparation for the U.S. and Canadian licensing exams.

**Job Summary:**

American Canadian School of Medicine (ACSOM) is seeking a dynamic and creative Multimedia Manager to create compelling content and drive the institution’s organic social media presence. The ideal candidate is passionate about storytelling, visual communication, and creating content that engages and influences our target audience. This role requires a strong command of various social media platforms, video and photo editing skills, and the ability to collaborate with multiple stakeholders to convey impactful stories and messages.

**Duties and Responsibilities:**

* Collaborate with faculty, students, and administration to source impactful stories and content.
* Manage a detailed content calendar, ensuring timely and relevant content publication.
* Create engaging and visually appealing video and photo content for various social media platforms, collateral, advertising, and digital platforms (ex. institutional website and promotional landing pages).
* Create newsletter for campus community and other stakeholders
* Assist in managing ACSOM’s organic presence across social platforms.
* Ensure all social media content and PR initiatives align with ACSOM’s branding and mission.
* Coordinate and attend local events, facilitating live coverage and post-event content for social media.
* Foster connections with local influencers or notable personalities to promote ACSOM’s message and activities.
* Address and engage with local concerns or inquiries, ensuring cultural relevance and sensitivity.
* Edit and enhance raw footage to produce high-quality content; share with third-party vendors for ad creation and other promotional needs
* Monitor media coverage and address media-related inquiries in a timely manner.
* Build and nurture relationships with relevant media outlets and journalists.
* Compose and distribute press releases, handle media interviews and inquiries.
* Work closely with the Chief Information Officer, Director of Marketing, Admissions Director, and Student Services Division.
* Analyze social media metrics, generate reports, and refine strategies for improved engagement.
* Keep up-to-date with industry trends and developments in social media and content creation.
* Produce podcasts remotely to engage audiences and promote ACSOM's message.
* Willingness to use and implement AI solutions for digital marketing.

**Qualifications:**

* Bachelor’s degree in communications, Marketing, Journalism, or a related field.
* Minimum of 5 years of experience in social media management, content creation, and public relations.
* 2-3 years of experience using Adobe Creative Cloud and related tools for photo and video content editing.
* 2-3 years of graphic design experience.
* Deadline driven with the ability to manage multiple projects simultaneously.
* Understanding of western culture, trends, and values to ensure content resonates authentically with the local audience.
* Experience with crisis communication and reputation management.
* Proficiency in editing content for platforms like TikTok, Meta, Twitter, and LinkedIn.
* Experience in shooting and editing raw footage into high-quality social media content.
* Familiarity with AI tools for content generation.
* Experience writing blog posts and creating content to enhance SEO.
* Strong portfolio showcasing recent work.
* Exceptional writing, editing, and verbal communication skills.

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This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.