

CLASSIFICATION SPECIFICATION

Social Media Manager

FT/PT Class Code: 3113/3613 Pay Grade: B/C 19 FLSA: Exempt Rev. 11/20/19

SUMMARY STATEMENT: The manager of social media is responsible for assisting the vice president for strategic communication and marketing with developing and leading the College's social media strategy and related activities. This position coordinates with internal and external stakeholders to enhance and protect the College's online image and reputation; increases brand equity, presence and awareness; builds relationships with all stakeholders and promotes the College's mission on all social media platforms.

NATURE AND SCOPE:

The manager of social media reports to the vice president for strategic communication and marketing. This position is responsible for assisting the vice president with developing, leading, and maintaining Collegewide social media strategy, including assessing social media activities and performance, identifying strategic opportunities and developing effective programs to advance institutional objectives. Typical internal contacts include vice presidents, college and campus administrators, department chairs, faculty, staff and the public.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Assists the vice president for strategic communication and marketing in the development and oversight of the execution of strategic social media initiatives in support of institutional goals.
2. Identifies, creates and maintains content of collegewide social media accounts.
3. Monitors daily social activity related to the College and engages diverse communities through relevant content, problem solving and customer service.
4. Maintains an editorial calendar for key social media initiatives and implements campaigns to build the College's visibility and enhance its reputation.
5. Tracks and analyzes metrics to produce regular reports for key stakeholders that cover campaign effectiveness, engagement and general trends.
6. Works collaboratively with web, marketing and media relations staff to integrate social media into promotional campaigns and campus and College communications.
7. Researches, writes, edits, proofreads, coordinates, and produces collegewide written communications including budget presentations, writing and editing newsletters, columns, magazine articles, online marketing initiatives, etc.

PRINCIPAL ACCOUNTABILITIES, cont'd:

8. Provides continuous collegewide training to administrators, supervisors, managers, employees, campus faculty/staff, and others as the College resources for social media utilization, best practices, and policy and procedure.
9. Maintains a database of College-sponsored accounts.
10. Takes regular inventory of official and unofficial social media sites connected to the College.
11. Recommends, communicates and maintains collegewide social media guidelines.
12. Serves as a social media conference liaison for the community and as the initial contact for external inquires and information requests. Reacts and responds appropriately to information requests and strives to be proactive in meeting needs and resolving issues.
13. Delegates task responsibilities to marketing support staff on various promotional projects as needed.
14. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of social media platforms and their respective participants such as Facebook, Twitter, Instagram, YouTube and LinkedIn
- ◇ Knowledge of Microsoft Office Suite
- ◇ Knowledge of photography and use of images and video on social media platforms
- ◇ Knowledge of College goals, objectives, policies, procedures, structure and operations
- ◇ Knowledge of strategic planning
- ◇ Skill in communicating effectively utilizing public relations principles and practices
- ◇ Skill in strategic planning to effect change in a multi-cultural environment
- ◇ Skill in project management
- ◇ Ability to assess social media activities and performance, identify strategic opportunities and develop effective programs to advance institutional objectives
- ◇ Ability to work under pressure and set priorities within a fast-paced environment
- ◇ Ability to demonstrate initiative and creativity by consistently generating new ideas
- ◇ Ability to make sound judgments regarding how to complete responsibilities in compliance with College standards and guidelines

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree in a relevant field such as public relations, marketing, communications, business or advertising and two (2) years of relevant experience or equivalent combination of education and experience.