Social Media Specialist

Job Code 50026552

**General Description**
Assists the University Advancement communications team in crafting, aggregating and posting written, photographic and video content to be distributed on all social medial channels overseen by the University Advancement division.

**Examples of Duties**
Plan, develop and generate content that tells the Texas State University story in the form of text, photos and video for distribution via Facebook, Twitter, YouTube, Instagram, LinkedIn, and other social programs.
Shoot and edit videos, produce scripts of university’s related subjects, events for use in social media platforms and other communications publications, digital and hard copy.
Track social media responses and news media placements that provide ongoing metrics to inform and guide content decisions in social channels and in public relations efforts.

**Knowledge, Skills, and Abilities**
**Knowledge of:** University policies and procedures.

**Skill in:** evaluating content; determining audience and identifying approach that supports communications goals; collecting pertinent information from research and interviews with campus community and outside sources.

**Ability to:** edit content and develop titles, cutline, and headlines where applicable; locate errors in sentence construction and design inconsistencies.

**Experience and Education**
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

**Other Requirements**