Coord, Social Media

Job Code 50025259

General Description
Responsible for generating original content and serving as the filter for all proposed content of other staff and external sources.

Examples of Duties
Assist in providing ongoing coordination of all content strategy and implementation for the primary University social channels.
Lead the content strategy and planning function.
Develop campaigns that increase engagement with specific audiences.
Develop targeted content to drive interest in University events and initiatives.
Remain up to date on current trends, best practices and emerging technology in social media platforms.
Proactively make recommendations that address how best to integrate into the University’s social media efforts and increase engagement.
Establish tracking practices that provide ongoing metrics to inform and guide content decisions in social channels.
Track and monitor the social media channels of other/similar institutions identified as benchmark institutions.
Set alerts and monitor posts that reference the institution and respond appropriately.
Assist with advertising campaigns.
Participate in marketing strategy initiatives in other nonsocial channels.
Conceptualize/Research graphics for social media channels, e-marketing interfaces and presentations.
Perform other duties as assigned.

Knowledge, Skills and Abilities
Skill in: Producing internal and external communication, interviewing clients and others, collecting pertinent information, evaluating content, locating errors in sentence structure and design inconsistencies, editing content, Microsoft Office suite, research and analysis techniques, proofreading and editing content, working on a team.

Ability to: Comprehend, analyze and retain information on marketing plans, perform intermediate math, work under pressure against deadlines.

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