

JOB INFORMATION

Job Code	OC63
Job Description Title	Sr Spec, Social Media - OCM
Pay Grade	MC09
Range Minimum	\$54,410
33rd %	\$65,290
Range Midpoint	\$70,730
67th %	\$76,170
Range Maximum	\$87,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	11/21/2024 11:12:33 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Multimedia

JOB SUMMARY

The Senior Social Media Specialist in the Office of Communications & Marketing (OCM) is responsible for developing and managing the content strategy and tactics for all social media platforms at the university level. This role also aligns the social media strategy with the university's missions and strategic priorities. Responsibilities include working collaboratively across campus to provide social media best practices and managing the distribution and housing of branded social media graphics and resources. Oversees social media employees, interns and ambassadors and ensures all content posted aligns with the university's priorities and values.

RESPONSIBILITIES

- Develops and implements social media strategies and tactics to build brand loyalty across multiple networks, ensuring alignment with targets, timelines, and techniques. Integrates social media campaigns into university-wide initiatives and communication strategies.
- Creates and manages social media content, ensuring consistent and strategic messaging. Tailors university content to fit each platform and maintain a monthly content calendar. Collaborates with faculty, staff, students, and alumni to identify and prioritize effective storytelling opportunities.
- Leads monitoring efforts of online engagement and activity, managing a monthly report for each platform. Tracks social media performance using analytics tools to measure metrics and analyze data to assess campaign effectiveness, suggesting adapted strategies as needed.
- Leads monthly social media liaison meetings with campus partners and works with major units on campus to promote university-wide initiatives and events. Supports internal discussions around strategy and guidelines, contributing to overall implementation.
- Stay updated on social media trends, platform updates, and industry news. Maintains an updated social media trends guide and makes proactive recommendations for other social media platforms belonging to campus partners.
- Supports social media advertising campaigns, including setting up ads, targeting audiences, and analyzing ad performance. Plans and schedules posts across various social media platforms using tools, and monitor and engage with the audience using an appropriate tone and voice. Helps manage student interns and social media ambassadors for the university.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Marketing, Communications, Public Relations, Journalism or related field.	and	4 years of	experience in communications, marketing, or social media platforms.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting			X			up to 10 lbs
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking				X		
Hearing			X			
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.