
Auburn University Job Description

Job Title: **Spec, Social Media**

Grade MC08 \$45,000 - \$72,000

Job Code: **OC60**

FLSA status: Exempt

Job Family: Marketing, Communications, & Multimedia

Job Function: Multimedia

Job Summary

The Social Media Specialist is responsible for developing and leading the content strategy and tactics for all social media platforms at the university level. Aligns the social media strategy with the university's missions and strategic priorities. Responsibilities will also include serving as the manager of the social media hub which involves cross-campus collaboration for providing social media best practices and managing the distribution and housing of branded social media graphics and resources. Oversees social media interns and ambassadors and ensure all content posted aligns with the university's priorities and values.

Essential Functions

1. Responsible for overseeing creative and technical elements of social media, executing strategies to build brand loyalty across platforms, and integrating campaigns with university-wide initiatives. Managing content creation, online engagement monitoring, and a weekly content calendar, ensuring strategic and consistent messaging.
2. Leads the development, management, and recruitment efforts for The Hub, including creating the mission, establishing a structural framework, and fostering collaboration with campus-wide partners. Engages in branding efforts, coordinates messaging, and supplies resources to communicators after establishment.
3. Collaborates with faculty, staff, students, and alumni to identify and prioritize impactful storytelling opportunities. Leads monthly social media liaison meetings with campus partners and manages an up-to-date trends guide, proactively recommending other social media platforms. Partners with major units to promote university-wide initiatives and events across Auburn University's social media channels.
4. Serves as the social media expert and campus advocate for both internal and external partners.
5. Customizes university content to strategically align with each platform.
6. Develops and leads social media strategy to determine the placement of content across Auburn University's social media platforms; collaborates strategically with campus partners to ensure seamless campaign integration across platforms as part of a multi-channel approach.
7. Performs other related duties as assigned.

Supervisory Responsibility

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

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Bachelor's Degree	Degree in Marketing, Communications, Business, or related field.
Experience (yrs.)	2	Experience in communications, marketing, and social media platforms.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Strong interpersonal skills for fostering meaningful interactions, promptly responding to inquiries and comments to enhance community engagement.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Work schedules, volume of work, or priorities seldom change; able to anticipate new work; minimum distractions or interruptions; seldom involves conflicting demands on time.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, and lifting up to 10 pounds.

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

Date: 8/23/2023
