



Position Title:	Social Media Director	Job Code:	0124-00E
Reports To:	Director of College Communications	Job Group:	PEC
Department:	Office of Communications	Salary Grade:	16
Prepared By/Date:	Ted Levitt/11-19-2012	FLSA Status:	Exempt
Approved By/Date:	Ted Levitt/07-25-14		
Revised:	Vivian Basit/07-25-14		

Summary:

The Social Media Director is responsible for 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, increase brand equity, presence and awareness, build relationships with all stakeholders and promote the College's mission on all social media platforms.

Essential Duties and Responsibilities:

- Develops and oversees the execution of strategic social media initiatives in support of institutional goals
- Identifies, creates and curates content of College-wide and other high-level accounts
- Monitors daily social activity related to the College and engages diverse communities through relevant content, problem solving and customer service
- Maintains an editorial calendar for key social media initiatives and implements campaigns to build the College's visibility and enhance its reputation
- Tracks and analyzes metrics to produce regular reports for key stakeholders that cover campaign effectiveness, engagement and general trends
- Works collaboratively with web, marketing and media relations staff to integrate social media into promotional campaigns and campus, unit and departmental communications
- Manages and advisory group of account managers to coordinate campaigns, address challenges and cross-promote content
- Maintains a database of College-sponsored accounts
- Takes regular inventory of official and unofficial social media sites connected to the college and attempts to rein in unofficial or duplicate sites
- Communicates and maintains college-wide social media guidelines
- Acts as College resource for social media utilization, best practices, policy and procedure
- Prepares budgetary recommendations
- Monitors, verifies and reconciles expenditure of budgeted funds
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Demonstrated ability to assess social media activities and performance, identify strategic opportunities and develop effective programs to advance departmental and institutional objectives
- Possess advanced knowledge of social media platforms and their respective participants such as Facebook, Twitter, Instagram, YouTube and LinkedIn
- Possess proficiency in Microsoft Office Suite
- Possess excellent communication skills (both oral and written)
- Possess strong project management and organizational skills
- Ability to work under pressure and set priorities within a fast-paced environment
- Ability to demonstrate initiative and creativity by consistently generating new ideas

- Knowledge of college educational philosophy and top management administrative practices and procedures; college curricula and instructional programs
- Knowledge of the goals, objectives, structure and operations of major college institutions
- Knowledge and skill in communicating effectively utilizing public relations principles and practices
- Strategic planning skills to effect change in a multi-cultural environment
- Strong leadership skills that promote dedication, creativity, innovation and growth
- Ability to think, reason and make sound judgment on how responsibilities are completed in compliance with college standards and guidelines
- Knowledge and understanding of College organization, goals and objectives, and policies and procedures
- Knowledge of photography and use of images and video on social media platforms
- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to walk and sit.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

This function/position has been designated as “essential”. This means that when the College is faced with an institutional emergency, employees in such positions may be required to remain at their work location or to report to work to protect, recover and continue operations at the College.

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master’s degree (M.A. or M.S) in a related field of study such as Public Relations, Marketing, Communications, Business or Advertising and three (3) years of related work experience; or Bachelor’s degree (B.A. or B.S.) from a regionally accredited college in a related field of study and seven (7) years of related work experience in communications, online marketing, advertising, customer service or public relations, including a minimum of three (3) years of online marketing or social media experience

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name