

Chatham University
Marketing & Communications
Job Description

Job Title: Social Media Specialist

Position Reports to: Associate Director, Brand and Content Strategy

Position Summary:

Chatham University is seeking a creative and collaborative Social Media Specialist to join our Marketing and Communications team. Working closely with the Associate Director of Brand and Content Strategy, the Social Media Specialist will assist in the planning and creation of content across social, editorial, email, and other digital platforms, as well as execute the daily production, management, and assessment of a comprehensive social media program across the university's institutional accounts. This position serves to support the University's mission and core values which include sustainability, women's leadership and gender equity, community engagement, and diversity, equity, and inclusion.

Qualifications:

- Should be creative, organized and able to thrive in a fast-paced, collaborative environment while successfully managing multiple timelines and projects
- Strong command of social media platforms including Facebook, Instagram, Twitter, Tiktok, Youtube and others, or transferable skill sets
- A bachelor's degree or equivalent work experience
- At least two year's experience in social media, web and digital content development, and/or other digital marketing or creative production
- Ability to capture, curate, and edit photography according to industry best practices
- Ease in using data and analytics reporting tools, Microsoft Office suites, and working familiarity with social publishing tools like Facebook Creator Studio, Buffer, Later, and others
- Must have in-depth knowledge of industry best-practices, trends, and forecasts

Preferred Candidates will have:

- Experience in an online editorial/publication, agency or higher education
- Graphic design experience and/or proficiency in Adobe suite, Canva, and other graphics creation
- Experience in or passion for creating content geared specifically to college-aged audience

Duties and Responsibilities:

- Contribute to and follow an editorial calendar for key social media initiatives to provide fresh and engaging content.
- Create shareable content appropriate for specific networks to spread both our brand and our content.
- Collaborate with content marketing, social media and blog contributors to create high-quality content for social.

- Increase Chatham's visibility and engage key audiences through innovative use of current and future social media content and platforms.
- Drive consistent, relevant traffic and revenue from our social network presence.
- Manage the day-to-day updating, maintenance, and continuity of social media outlets: Facebook, Twitter, Instagram, etc.
- Manage the University's relationship with the communities on Facebook, Twitter, Instagram and other social media.
- Manage online reputation by monitoring news and trends in social media keeping an eye out for negative or criticism of university and provide assistance in addressing the problem
- Act as a liaison with external partners and vendors during ongoing marketing efforts for paid social media advertising and contribute to other inter-related digital marketing and content efforts as necessary/required
- Understand the synergies between PR and social media and integrate efforts to drive media interest via social media engagement, sharing and outreach with media outlets and reporters.
- Use social media to drive awareness of and attention to campus events, initiatives, and other activities.
- Assist the Associate Director of Brand and Content Strategy in working collaboratively with other departments and divisions on incorporating relevant social media best practices and techniques into departmental communications.
- With the Associate Director of Brand and Content Strategy, act as a resource for the campus community in utilization of social media, and provide guidance and support to other social media stakeholders as needed.
- Track, measure, and analyze all initiatives to report on social media ROI.
- Stay up-to-date with the latest trends and changes across the social, web and digital marketing spectrum.