

JOB DESCRIPTION

Position	Social Media & Digital Content Specialist	Hours	Averaging 35 hrs/week
Classification	Hay	Date	March 2016
Dept	Marketing & Communications		
Reporting To	Director, Marketing & Communications	Group	Non-Union

Reporting to the Office of the President, the Marketing & Communications Department exists to support initiatives, projects, campaigns, and events designed to achieve student recruitment and retention goals. As a key group of brand champions, the Marketing & Communications team also plays an important role in raising the visibility, strengthening the reputation, managing the CBU brand, advancing the CBU narrative, and extending the reach of CBU's diverse and expanding mandate through clear, consistent, and constant marketing and communications to multiple audiences.

SUMMARY:

The Social Media & Digital Content Specialist position is focused on planning, creation, management and analysis of content for digital and social media channels to align with marketing and business objectives – specifically maximizing prospective student and student engagement, conversion, and retention as well as overall reputation building. The Social Media & Digital Content Specialist will also engage with CBU Schools and other departments to share best practices and opportunities to share content.

SPECIFIC RESPONSIBILITIES:

- Work with others to execute the University's marketing strategy and plans through social media, online ad campaigns, and other digital venues.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Play a critical role in representing the "voice" of the University. Ensure integrated messaging and compatible branding and marketing in social media programs, particularly those focused on current and prospective student communities.
- Optimize official CBU pages within each platform to increase the visibility of CBU's social content. Daily management of the University's social media pages. Provide recommendations for new opportunities as they arise.
- Generate, edit, publish, and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Work closely with other communications professionals to plan for content specific to the University's marketing campaigns, student recruitment efforts, events, milestones, and other opportunities that will help build and engage audiences.
- Create editorial calendars and syndication schedules. Create and manage a social media posting calendar based on short term and long term strategies as determined by the department. Moderate all user-generated content in line with the moderation policy for each community.

- Work to continuously improve initiatives by capturing and analyzing the appropriate social data/metrics, insights, and best practices and then acting on the information. Regularly report on insights gained from social media monitoring to Director, project teams and internal clients.
- Develop and maintain consistent best practices for University blogs, website, and social networking sites. Develop and deliver training sessions to internal Schools and Departments.
- Liaise with external partners and suppliers.
- Provide coverage/support to PR/communications resources for vacations/time off and peak periods.

QUALIFICATIONS:

- Post-secondary education in Public Relations/Communications/Marketing or related field. University degree preferred.
- Minimum of 5 years progressive experience in complex environment (preferably post-secondary).
- Demonstrated experience developing and executing integrated communications strategies and plans (traditional, digital, experiential).
- An understanding of how social media and interactive communication platforms fit into the marketing plan and can drive student enrollment, retention and referrals.
- Exceptional writing and editing skills for a diverse range of purposes and formats, including print, online, interactive, and social media.
- Experience with Content Management Systems and web publishing, Search Engine Optimization and Google Analytics, Facebook Insights and other analytics tools.
- Collaborative team player who is willing to tackle the unexpected, embrace change and work cooperatively in diverse group situations.
- Superior verbal and written communication and presentation skills.
- Excellent prioritization, organizational, time management and project management skills as well as the ability to adapt to shifting priorities and work under pressure to meet deadlines.
- Judgment, diplomacy, and ability to make decisions based on incomplete and/or complex information.
- Exceptional attention to detail with ability to work under pressure in a high volume environment, execute multiple projects while meeting strict deadlines.
- Ability to comply with confidentiality expectations specific to sensitive matters or situations as they arise.
- Strong computer skills.
- Availability to work occasional evenings and/or weekends.

Social Media & Digital Content Specialist

Date

Human Resources Department

Date