

Saint Michael's College Job Description

Job Title: Social Media and Community Content Specialist

Department: Marketing and Communications (Marcom)

Supervisor or Manager: Director of Marketing and Communications

Date Created: 06/01/2023

Last Revised: 6/21/2023

Major Objectives:

- Contributes to the communication of College's news and events to its varied constituents by writing stories, profiles, and covering College events and promoting that content on the College's website and other distribution channels
- Works with Marketing and Communication (Marcom) staff to manage the primary social media accounts for the College, ensuring that the channels have relevant and engaging content posted regularly and responding to social followers in a timely and appropriate manner
- Develops and fosters new ways to promote and distribute content to enhance the reach of the College's stories
- Assists Marcom staff with the execution of projects that flow through the department
- Commits to the College's mission to enhance diversity and inclusion throughout the community

Essential Duties and Responsibilities:

Writing and Content Development

- Interviews faculty, staff, alumni, and students to develop and write profiles, news stories, and features for the website and news feed
- Monitors College calendars to cover events and college news for publication on the website and for distribution to constituents via email and social media
- Assists with the Saint Michael's College Magazine by writing occasional stories, developing relevant news summaries, and highlighting faculty and alumni works
- Manages the College's website news feed, appropriately tagging photos and content so that it can be shared via the CMS with other relevant areas on the website
- Assists the Associate Director for Public Relations on researching and pitching stories to media outlets and distributing hometown or other releases
- Works with student employees in Marcom by providing constructive feedback and editing students' submissions for website news feed
- Manages the creation and distribution of the College's weekly newsletter, This Week. Manages lists to ensure accurate distribution via email to the College's various constituents and newsletter subscribers
- As a member of the communications team within Marcom, becomes familiar with the department's emergency plans and assist with communications duties as assigned in emergencies
- Uses photography and short form video as necessary to enhance stories
- Understands the importance of SEO and how to leverage it in news and event postings on the website
- Incorporates inclusivity and sensitivity to content development; uses inclusive language and appropriately reflects different lived experiences and communities when writing about them
- Engages with different learning opportunities individually and as a team to further develop an understanding and application of diversity, equity, inclusion, and belonging in content development

Social Media Management

- Oversees the College's main social media channels, working closely with the Director and Marcom staff to develop strategic plans and post engaging content regularly
- Leverages photo and video skills to incorporate into social posts

- Reviews social media data, determining engagement and adjusting plans accordingly
- Monitors main social media accounts as well as other College accounts managed in other departments
- Responds to or forwards direct messages, comments, and questions promptly
- Regularly meets with other social media managers on campus to share information and strategize
- Maintains directory of important College social media accounts, along with sign-in access
- Maintains, updates, and distributes as necessary College social media guidelines with other College social media managers
- Stays current on trends in social media, researching and testing new approaches periodically. Researches other colleges to inform best practices
- Provides monthly reports to the Director
- Collaborates with other departments to promote events and campaigns
- Works with student employees in Marcom helping to expand social media efforts and manages the Instagram Wall
- Works closely with Admission representative to manage KnightLife account, and "Class of" pages

Secondary Responsibilities:

- Helps ensure that Marcom team stays current with important College news and trends in social media
- Assists with writing or proofreading material generated within the department
- Takes photos and videos as needed to help supplement department assets
- Works with the web team within Marcom to help manage the website, SEO, and site improvements
- Performs other duties as assigned by Director of Marketing and Communications

Positions Supervised:

- Student employees

Major Contacts:

- Director of Marketing and Communications
- Marketing and Communications staff
- Faculty and administration
- Admission staff
- Institutional Advancement staff
- Saint Michael's students
- Society of Saint Edmund priests and religious leaders of the College's resident founding order

Demonstrates Excellence:

- Possesses superior writing and editing skills and ability to target writing to appropriate audience
- Has familiarity with how to structure "news" stories
- Engages with constituents with a high level of inclusivity, equity, and sensitivity
- Displays a commitment to continuous growth and development to support a culture of inclusion and belonging
- Has the ability to reflect on one's own racial identity and how it has shaped one's own life experiences and current perspectives
- Understands the impact of language rooted in racism, biases, assumptions, and generalization have on people from marginalized and minoritized communities and works to mitigate the impact in their writing and engagement with others
- Demonstrates excellent communication and organizational skills
- Understands technology and leverages the latest media to enhance the ability to tell/show/post compelling stories
- Demonstrates proficiency with technology, website content management systems, photo editing software, and other popular computer tools and systems
- Has a thorough understanding of and commitment to the mission of a liberal arts residential Catholic college, and overall understanding of the higher education environment
- Demonstrates good listener skills; brings curiosity and social skills to working with and meeting people that demonstrates genuine interest in their work and lives

- Exerts good judgment and solid social instincts for the position's frequent personal interactions with a broad range of personalities

Education and Work Experience:

- Bachelor's degree
- Extensive experience writing news and features and interviewing people on a regular basis
- Extensive knowledge of, familiarity with, and passion for social media
- Experience with using photography and videography to convey compelling stories

Analytical Skills:

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response

Language and Literacy Skills:

- Strong grasp of English language and grammar rules
- Reads and interprets a wide range of information. May interpret documents for others
- Regularly writes reports and correspondence
- Able to shift writing style as needed for different audiences
- Regularly explains policies, listens to questions, responds, and problem solves
- Effective communication with individuals and small groups

Computer/Technology Skills:

- Familiarity with Microsoft Office and Adobe products
- Familiarity with social media platforms and social media monitoring and management tools
- Familiarity with Content Management Systems like WordPress
- Has a basic grasp of using photo and video editing tools

Licenses, Certifications and Other Requirements:

- None required

Physical Demands:

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Social Media and Community Content Specialist, the employee must occasionally lift and/or move up to 10 pounds.

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 a disability to perform the essential functions.

Additional Requirements for the Job:

- Availability to work nights or weekends on occasion to cover college events or work at outdoor activities

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CC: FCOE

- Capability to assist in staffing Reunion and Homecoming weekends and participate in Commencement, convocations, and other College events as defined by supervisor

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.