Connecticut State Community College
Job Description
Social Media Coordinator

Salary Level: CCP 15 (Subject to Willis)
Date Approved/Revised: Rev 1. 4/19/23

Position Purpose:
Serves as CT State’s Social Media Coordinator, providing CT State with expertise necessary for maintaining and developing public information posted on CT State’s social media platforms and ensuring coordination across channels at each campus.

In partnership with communications staff, the Social Media Coordinator defines and executes social media strategies as part of marketing campaigns designed to boost recruitment and enrollment. The Social Media Coordinator also works to foster campus conversations and promote a culture that celebrates our students, employees, partners, and organizational achievements and ambitions. The ideal candidate will demonstrate the ability to have substantial cooperative and collaborative relationships and to represent CT State in a positive manner. They must be informed about cultural trends and be able to respond quickly and efficiently in the development of related content.

Supervisory and other Relationships:
Under the direction of the Director of Digital Marketing, the Social Media Coordinator’s duties include producing engaging, creative visual social content for CT State’s social communities while adapting the college’s new brand voice in the social environment. The social media specialist will work with graphic designers, public relations coordinators, content creators and other staff to plan, edit and distribute content.

Examples of Duties:
The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Create a CT State social media calendar; and prioritize content and resources based upon it, including boosting and paid social media ads.
- Plan and execute the social component of CT State marketing campaigns (paid and organic).
- Responsible for generating relevant content while tracking metrics and analyzing trends; content should include photos (still and animated), live streams, GIFs and audio snapshots.
- Monitor and advise on consistent use of CT Style Guide and other guidance by campus-based social media administrators in areas including but not limited to student activities, clubs, areas of study and Institutional Advancement.
- Coordinate and plan with creative, web services and other functional teams on content calendar, event planning and other initiatives.
- Consult with Academic Affairs, Workforce Development, Enrollment Management, Advising, Strategic Partnerships and other CT State leadership on messaging for current students and prospects; including reinforcing calls to action, supporting outreach and recruitment events and enrollment initiatives.
- Expand the social, visual, creative content production for the CT State brand across relevant platforms (Instagram, TikTok, Facebook, Twitter, LinkedIn, YouTube, SnapChat) to create desired user experiences and conversations.
- Define the visual look and feel of the brand per each platform that aligns and reflects the CT State Style Guide.
- Create content and engagement strategy that reaches current students and develops brand ambassadors to spread
messaging across platforms and broadens reach.
  • Delivers consistent social media visual content uniquely adapted to each social platform and relevant prospective student audiences for each, with a special focus on adult learners, International Students, English as a Second Language, veterans, high school students and recent graduates and the people who influence them.
  • Oversee or participate in photography shoots or production.

**Professional Participation and Development:**
In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

  • Attendance and participation at convocation, commencement and honors ceremonies;
  • Service on assigned committees and task forces;
  • Attendance and participation at, committee, staff, informational and professional meetings.

**Qualifications:**
Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

  • Digital photography and videography skills relevant to social media.
  • Experience in managing Hub Spot, Hootsuite or other social media content management platform.
  • Excellent project management and time management skills.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor’s degree in a related field and a minimum of 1-4 years of professional experience with social media platforms; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position’s essential duties.

**Work Environment**
The position may require traveling to campuses and print shops as well as occasionally other public events or photo shoots. This position may work on a campus and may be based at CT State central office in New Britain. Reasonable accommodation will be made for incumbents and candidates with physical limitations.