



**Connecticut State Community College
Job Description
Social Media Coordinator**

Salary Level:
CCP 17 (Subject to Willis)

Date Approved/Revised:
Rev 3. 9/28/23

Position Purpose:

The Social Media Coordinator develops and maintains a comprehensive plan of paid and organic social media across the college's various social media platforms, participates in the placement and monitoring of paid social media, and ensures coordination across the channels at each campus.

In partnership with marketing department staff, the Social Media Coordinator defines and executes social media strategies as part of marketing campaigns designed to boost recruitment and retention, as well as create opportunities for engagement across all areas of the college.

Supervisory and other Relationships:

Under the direction of the Director of Digital Marketing Services, the Social Media Coordinator's duties include producing engaging, creative visual social content for CT State's social communities while adapting the college's brand voice in the social environment. The Social Media Coordinator works with graphic designers, Campus Communications/Public Relations Coordinators, content creators and other staff to plan, create, distribute, monitor and report on 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.

- Adhere to social media governance guidelines
- Execute the social component of CT State marketing campaigns (paid and organic)
- Create and oversee the college social media calendar and prioritize content and resources based upon it
- Create content as needed and collaborate with department content creators and campus communications/PR coordinators
- Deploy a program of social listening and implement guidelines for responses and referrals
- Track metrics and analyze trends, and report out to department leadership
- Monitor campus-based social media and advise on consistent use of college style guidelines, content planning, network usage and general social media best practices
- Expand the social, visual, and creative content production for the CT State brand across relevant platforms to create desired user experiences and conversations
- Create content and engagement strategy that reaches prospective students, current students and their influencers, reinforces calls to action, and supports outreach/recruitment events and enrollment initiatives
- Develop social media campaigns in support of cultural activities, program-specific recognition, product and program launches, events, success stories and other specialized content related to organizational achievements and goals
- Deliver consistent social media content uniquely adapted to each social platform and relevant audiences
- Oversee and participate in photography/video shoots or production
- Evaluate emerging social media trends and platforms, and recommend revisions to the social media mix

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.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in social media marketing and communications for higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

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 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Professional practice of social media marketing, social listening and community building
- Social media content management platforms
- Graphic design
- Content creation, proofreading and quality control
- Digital photography and videography, and use of editing applications relevant to social media
- Accepting constructive criticism and incorporating feedback
- Customer service
- Project management and time management

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor's degree in a relevant field and a minimum of 2-5 years of related experience; 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's work normally is performed in such locations as offices, as well as places where the public may assemble. The position may require traveling to campuses, the college office, as well as occasionally other public events or photo shoots. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.