AUBURN
Human Resources

Spec I, Social Media

Job Description

JOB INFORMATION

Job Code	OC07
Job Description Title	Spec I, Social Media
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Approved Date:	4/27/2026 10:07:41 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Multimedia

JOB SUMMARY

This role supports the day-to-day execution of social media activities across assigned departments, programs, or initiatives, contributing to a consistent and engaging university presence. The position focuses on content creation, publishing, audience interaction, and basic performance tracking, while adhering to established brand guidelines and platform best practices.

RESPONSIBILITIES

- Creates, edits, and publishes social media content across approved platforms in accordance with institutional brand standards, voice, and accessibility guidelines.
- Supports the execution of established social media plans by maintaining editorial calendars and scheduling content for assigned units, programs, or initiatives.
- Monitors social media channels and engages with audiences through timely responses, comment moderation, and message routing following approved protocols.
- Assists with gathering content assets (photos, short videos, captions, graphics) from campus partners and supports basic storytelling efforts that highlight programs, events, and impact.
- Tracks basic social media metrics (e.g., reach, engagement, follower growth) and contributes to routine performance reports using existing templates and tools.
- Identifies emerging social media trends, platform updates, and content opportunities and shares observations with senior staff.
- Ensures compliance with university policies, platform requirements, and governance standards for social media use.
- Provides logistical support for paid social campaigns, promotions, and special initiatives as directed, including content coordination and posting support.
- Collaborates with team members and campus partners to support consistent messaging and timely content delivery.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	No supervisory responsibilities.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	with no specific discipline.	and	0 years of	experience in social media, communications, marketing, online content creation, digital event production, or digital media operations.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to support the development of social media strategies that align with institutional priorities, audience needs, and engagement objectives, translating high-level goals into effective channel-level content and actions.	
Knowledge of mission-driven storytelling across social media platforms, including applying brand standards, voice, and visual identity guidelines to ensure consistent, accurate, and engaging content.	
Knowledge of social media analytics and reporting, with the ability to interpret performance data, identify trends, and apply insights to improve organic and paid social effectiveness and return on investment.	
Ability to collaborate with internal stakeholders to integrate social media into broader communication efforts, provide guidance on best practices, and ensure alignment across contributors and initiatives.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting		X				
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking				X		
Hearing				X		
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.