AUBURN
Human Resources

Spec, Social Media - OCM

Job Description

JOB INFORMATION

Job Code	OC60
Job Description Title	Spec, Social Media - OCM
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	11/14/2024 12:29:20 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Social Media Specialist supports the development of content strategy and tactics for all social media platforms at the university level. They assist in ensuring the social media strategy aligns with the university's missions and strategic priorities. Responsibilities include collaborating across campus to provide social media best practices and assisting with the distribution and housing of branded social media graphics and resources. This position may also assist in overseeing social media interns and ambassadors, ensuring all content posted aligns with the university's priorities and values.

RESPONSIBILITIES

- Assists in all creative and technical elements of social media, including content creation, online engagement monitoring, and maintaining a monthly content calendar.
- Supports the execution of social media strategies and tactics to build brand loyalty across multiple social networks, ensuring alignment with targets, timelines, and techniques.
- Supports the integration of social media campaigns into university-wide initiatives and communication strategies, ensuring consistent and strategic messaging.
- Works with faculty, staff, students, and alumni to identify and prioritize effective storytelling opportunities, and maintains an updated social media trends guide with proactive recommendations.
- Responsible for tracking social media performance using analytics tools, creating monthly reports for each platform, and staying updated on social media trends, platform updates, and industry news.
- Assists in planning and scheduling posts, monitoring audience engagement, and supporting social media advertising campaigns, including setting up ads, targeting audiences, and analyzing ad performance.

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	in Marketing, Communications, Business, or related field.	and	0 years of	experience in communications, marketing, or social media platforms.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong interpersonal skills for fostering meaningful interactions, promptly responding to inquiries and comments to enhance community engagement.	

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			Up to 10 pounds
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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Atmospheric Conditions		X			
Vibration		X			

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