AUBURN
Human Resources

# Sr Spec, Social Media - OCM

Job Description

## JOB INFORMATION

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|---|---|
| Job Code | OC63 |
| Job Description Title | Sr Spec, Social Media - OCM |
| Pay Grade | MC09 |
| Range Minimum | $54,410 |
| 33rd % | $65,290 |
| Range Midpoint | $70,730 |
| 67th % | $76,170 |
| Range Maximum | $87,060 |
| Exemption Status | Exempt |
| Organizational use restricted to the following divisions | 140 University Mkt & Strategic Comm |
| Approved Date: | 11/21/2024 11:12:33 AM |

## JOB FAMILY AND FUNCTION

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

## JOB SUMMARY

The Senior Social Media Specialist in the Office of Communications & Marketing (OCM) is responsible for developing and managing the content strategy and tactics for all social media platforms at the university level. This role also aligns the social media strategy with the university's missions and strategic priorities. Responsibilities include working collaboratively across campus to provide social media best practices and managing the distribution and housing of branded social media graphics and resources. Oversees social media employees, interns and ambassadors and ensures all content posted aligns with the university's priorities and values.

## RESPONSIBILITIES

- Develops and implements social media strategies and tactics to build brand loyalty across multiple networks, ensuring alignment with targets, timelines, and techniques. Integrates social media campaigns into university-wide initiatives and communication strategies.
- Creates and manages social media content, ensuring consistent and strategic messaging. Tailors university content to fit each platform and maintain a monthly content calendar. Collaborates with faculty, staff, students, and alumni to identify and prioritize effective storytelling opportunities.
- Leads monitoring efforts of online engagement and activity, managing a monthly report for each platform. Tracks social media performance using analytics tools to measure metrics and analyze data to assess campaign effectiveness, suggesting adapted strategies as needed.
- Leads monthly social media liaison meetings with campus partners and works with major units on campus to promote university-wide initiatives and events. Supports internal discussions around strategy and guidelines, contributing to overall implementation.
- Stay updated on social media trends, platform updates, and industry news. Maintains an updated social media trends guide and makes proactive recommendations for other social media platforms belonging to campus partners.
- Supports social media advertising campaigns, including setting up ads, targeting audiences, and analyzing ad performance. Plans and schedules posts across various social media platforms using tools, and monitor and engage with the audience using an appropriate tone and voice. Helps manage student interns and social media ambassadors for the university.

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

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|---|---|
| Supervisory Responsibility | May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees. |

## 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, Public Relations, Journalism or related field. | and | 4 years of | experience in communications, marketing, or social media platforms. | |

## MINIMUM LICENSES & CERTIFICATIONS

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

## PHYSICAL DEMANDS & WORKING CONDITIONS

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|---|---|
| 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 lbs |
| 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 | | | |

## WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|---|---|---|---|---|---|
| Noise | | X | | | |
| Hazards | | X | | | |
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

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