AUBURN
Human Resources

Spec II, Social Media
Job Description

JOB INFORMATION

Job Code	OC68
Job Description Title	Spec II, Social Media
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Approved Date:	4/27/2026 10:09:14 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

This role leads the strategic planning, development, and execution of social media efforts across the department or assigned portfolios, aligning channel strategies with institutional priorities, goals, and audiences. The position serves as a subject-matter expert, guiding campus partners while ensuring consistency, effectiveness, and measurable impact.

RESPONSIBILITIES

- Leads the development and implementation of social media strategies that align with university objectives, brand positioning, and audience engagement goals.
- Establishes and maintains scalable systems, standards, and best practices for content planning, publishing, and governance across campus.
- Oversees editorial planning and content direction for assigned initiatives, ensuring cohesive storytelling and strategic alignment across platforms.
- Partners with campus stakeholders to integrate social media into broader marketing, communications, and engagement efforts, providing strategic consultation and guidance.
- Analyzes social media performance data and trends, translating analytics into actionable insights and recommendations to improve effectiveness and reach.
- Leads the planning and execution of campaigns, including organic and paid social efforts, audience targeting, performance optimization, and post-campaign evaluation.
- May guide and review content produced by staff, interns, student employees, or ambassadors to ensure quality, consistency, and adherence to institutional standards.
- Serves as a resource for emerging platforms, tools, and social media trends, proactively advising on opportunities and risks.
- Contributes to crisis communication preparedness and response for social media channels in coordination with appropriate university offices.
- Develops and delivers reporting, documentation, and presentations that communicate outcomes, insights, and strategic value to leadership and stakeholders.

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	2 years of	experience in social media, communications, marketing, online content creation, digital event production, or digital media operations.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to develop, lead, and evolve enterprise-level social media strategies aligned with institutional priorities, campaign objectives, and audience engagement goals, translating organizational direction into channel strategies, campaign frameworks, and measurable outcomes.	
Advanced knowledge of mission-driven storytelling across social platforms, with the ability to ensure consistent application of brand standards, voice, and values through editorial leadership, content planning, and scalable governance practices.	
Advanced knowledge of social media analytics, measurement, and reporting, including the ability to interpret performance data, identify trends and opportunities, and apply insights to optimize organic and paid social strategies, effectiveness, and return on investment.	
Ability to collaborate strategically with campus partners and stakeholders, integrating social media into broader initiatives, providing expert guidance, and aligning contributors around shared objectives, standards, and best practices.	
Ability to provide leadership, direction, and oversight to social media staff, interns, or ambassadors, ensuring content quality, brand integrity, accountability, and alignment with institutional goals while fostering a collaborative and high-performing working environment.	

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		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.