



**JOB INFORMATION**

Job Code	OC60
Job Description Title	Spec, Social Media
Pay Grade	MC08
Range Minimum	\$46,720
33rd %	\$56,070
Range Midpoint	\$60,740
67th %	\$65,410
Range Maximum	\$74,750
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/23/2023

**JOB FAMILY AND FUNCTION**

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

**JOB SUMMARY**

The Social Media Specialist is responsible for developing and leading the content strategy and tactics for all social media platforms at the university level. Aligns the social media strategy with the university's missions and strategic priorities. Responsibilities will also include serving as the manager of the social media hub which involves cross-campus collaboration for providing social media best practices and managing the distribution and housing of branded social media graphics and resources. Oversees social media interns and ambassadors and ensures all content posted aligns with the university's priorities and values.

**RESPONSIBILITIES**

- Responsible for overseeing creative and technical elements of social media, executing strategies to build brand loyalty across platforms, and integrating campaigns with university-wide initiatives. Managing content creation, online engagement monitoring, and a weekly content calendar, ensuring strategic and consistent messaging.
- Leads the development, management, and recruitment efforts for The Hub, including creating the mission, establishing a structural framework, and fostering collaboration with campus-wide partners. Engages in branding efforts, coordinates messaging, and supplies resources to communicators after establishment.
- Collaborates with faculty, staff, students, and alumni to identify and prioritize impactful storytelling opportunities. Leads monthly social media liaison meetings with campus partners and manages an up-to-date trends guide, proactively recommending other social media platforms. Partners with major units to promote university-wide initiatives and events across Auburn University's social media channels.
- Serves as the social media expert and campus advocate for both internal and external partners.
- Customizes university content to strategically align with each platform.
- Develops and leads social media strategy to determine the placement of content across Auburn University's social media platforms; collaborates strategically with campus partners to ensure seamless campaign integration across platforms as part of a multi-channel approach.
- Performs other related duties as assigned.

**SUPERVISORY RESPONSIBILITIES**

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.
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**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 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	Degree in Marketing, Communications, Business, or related field.	And	2 years of	Experience in communications, marketing, and 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			

## WORKING ENVIRONMENT

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

**Vision Requirements:**

Ability to see information in print and/or electronically.