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Developed by:....HC, NG
Reviewed by:.....SG, LK
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Social Media and Marketing
DIVISION: President's Office (Communications & Marketing)
REPORTS TO: Coordinator, Marketing & Advertising
GRADE: 10
SUPERVISES: Clerical support staff, Student Interns

BASIC FUNCTION:

Under the direction of the Assistant Director, Brand Marketing and Advertising, provide leadership and professional expertise in the areas of: social media campaigns and channel management for the university, follower engagement, marketing, marketing campaigns, analytics, and creative content development.

Coordinate the institution's social media presence through well-conceived and crafted content and work strategically to advance the University's social media presence as part of the University's comprehensive and centralized communications operation. Evaluate emerging social media tools and technologies. Collect and analyze the institution's social media metrics. Support University departments in their social media initiatives and maintain a central repository of URI's social media channels and posts.

Assist the Assistant Director of Brand Marketing and Advertising with marketing plans, marketing campaigns, and production of creative deliverables. Participate in video and photo shoots.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsible for building a social media strategy, by channel, for a branded, unified social media presence.

Responsible for the brand voice, content and execution of the University's social media channels.

Responsible for building social media strategy, tactics and creative for admission recruitment campaigns and admissions social media content, as required, including post-analysis of recruitment campaign social media tactics.

Achieve maximum engagement with all social media audiences.

Create social media specific content, including formatting of content based on each social media platform.

Maintain social media content calendar.

Develop paid and organic social media campaigns for university channels, colleges and departments around the university.

Manage visual identities on social channels including profile pics, etc.

Coordinate the University's social media presence, working with members of the Communications and Marketing team, specifically the Assistant Director of Communications, as well as various University colleges, departments, and student organizations.

Recommend and follow social media strategies and best practices related to Facebook, Twitter, Instagram, LinkedIn, Snapchat, YouTube, TikTok, and other initiatives and platforms. Educate others on campus in the use of best practices in social media as well as the University's social media strategy to advance the University's social media presence.

Devise systems to evaluate and report on the effectiveness of social media communications in addressing the needs of the University's various audiences.

Monitor editorial content on social media platforms and track online activity on a continuing basis to assess attitudes and identify emerging issues that drive conversations, as well as identifying potential PR concerns regarding the University.

Adhere to the writing/style, technical and branding standards established by the University.

OTHER DUTIES AND RESPONSIBILITIES:

Work on special projects as needed.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

G-suite (Google docs, sheets, slides, calendar), MS Office, MS Word, MS Excel, MS PowerPoint; and image editing software (e.g., Adobe Suite); Facebook, Twitter, YouTube, Instagram, Snapchat, LinkedIn, TikTok, mobile phone and laptop, cameras.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of three years of full-time experience working with social media tools and metrics for a brand, company or organization; Demonstrated experience with marketing campaigns; Demonstrated experience using analytics (such as, Facebook Insights, Twitter Analytics, Google Analytics and/or Instagram Analytics) to measure effectiveness; Demonstrated experience preparing audio and still photography both on desktop and mobile (such as Facebook Live, Instagram Stories, etc.); Demonstrated experience preparing video both on desktop and mobile (such as Facebook Live, Instagram Stories, etc.); Demonstrated experience preparing gifs and text for the Web/social media; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work collaboratively with colleagues; Demonstrated experience developing and implementing social media campaigns; Demonstrated experience using social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.); Demonstrated experience with emerging technologies and tools with regard to social media, the Web, etc.; Demonstrated working knowledge of Adobe Suite or similar image/video editing software; Demonstrated time management skills; Demonstrated experience using mobile phone technology for social platforms (including photos and videos); Demonstrated experience using laptop and digital cameras; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated knowledge of current events and news (including issues affecting the University directly and those generated by University activities and policies); Demonstrated professional experience in a higher education environment; Demonstrated ability to produce clean, concise copy; Demonstrated ability to meet deadlines; Demonstrated familiarity and experience with social media analytic tools, such as Sprout Social; Demonstrated familiarity with HTML, CSS, JavaScript, WordPress, XML or other standard Web publishing tools; Demonstrated familiarity with the Associated Press news writing style; Demonstrated understanding of data-driven Web environments, Web scripting languages and trends in mobile devices; and, Demonstrated experience with WordPress as a content management system.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.