



**POSITION: Social Media / University Calendar Coordinator**

**DEPARTMENT: Office of University Marketing**

## **POSITION SUMMARY**

This position will serve as a vital member of the university marketing team. The Social Media/University Calendar Coordinator plans, develops, and executes social media outreach on behalf of North Greenville University and across social media platforms. Additionally, the Coordinator manages and maintains the campus-wide master calendar with important University activities and events.

## **RESPONSIBILITIES**

- Generate, edit, publish, and share social media content aligned with the University's brand, building meaningful connections, and encouraging community members to take action, with an emphasis on student recruitment cycle
- Engage with social audiences and be responsive to the needs of the audience where appropriate
- Proof and review social media posts for quality, consistency, and accuracy
- Set up and optimize, as needed, University pages and profiles within each platform to increase the visibility of social content
- Moderate all user-generated content in line with the moderation policy
- Identify, monitor, and report key performance indicators and dashboards for social media channels, optimization, and effectiveness, ensuring that methods are grounded in best practices and make recommendations to improve metrics
- Collaborate with the Director of University Marketing, team members, and various internal clients in developing effective social media campaigns and strategies
- Work with University Marketing team members, such as content developers and designers to produce content in support of completing projects on-time



- Collaborate with the Director of University Marketing, team members, and campus community members on strategies and best practices for social media engagement and reputation management
- Build strong relationships with students, faculty, and staff to drive content development and ensure accuracy of information shared on social channels
- Serve as part of a team and take direction well, as well as being a strong independent contributor to a team
- Be self-motivated to develop new skills and passionate about following the latest technology, social media concepts and trends
- Be available on weekends and after-hours during peak times and events

## **QUALIFICATIONS**

- Bachelor's degree in communications, marketing, business, news media, or public relations
- 2+ years of experience in social media marketing
- Expert skills and proven mastery of graphic design software for producing social media graphics.
- Willingness to acquire additional technical skillsets to meet the needs of new and expanding strategic initiatives. Exhibit a never-ending desire to learn how things work.
- Clearly articulate choices and understanding of projects when presenting work to colleagues. Take direction and criticism well, and are willing to work in a collaborative environment, yet take initiative when working on projects.
- Supports NGU's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models.
- Understanding of what it is like to work at a university and can comfortably interface with students, staff, faculty, and administration.
- Active in a biblically faithful, evangelical church, preferably one affiliated with the Southern Baptist Convention.



## PHYSICAL REQUIREMENTS

- **Visual Abilities:** Read reports, create documents, and use a computer system.
- **Hearing:** Hear well enough to communicate with co-workers, vendors, and students.
- **Dexterity:** Grasp, feel, write, type, and use the telephone, copier, and computer systems.
- **Mobility:** Open files and operate office machines; move between departments and attend meetings across campus.
- **Talking:** Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- **Cognitive/Emotional:** Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions.

## WORKING RELATIONSHIPS

This position is a full-time salary position. The Social Media/University Calendar Coordinator is expected to collaborate with the institution's marketing, admission, alumni, and advancement engagement teams closely. The Social Media/University Calendar Coordinator reports to the Director of University Marketing. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

## WORK SCHEDULE

The Office of University Marketing is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12:00 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays, Sundays, and evenings will be required.

## TRAVEL

Some travel will be required.



This job description in no way states or implies that these are the only duties to be performed by the employee. S/he will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.