

## Job Description

Title: Social Media Specialist

CBA Position: NA

Department: Marketing & Public Relations

Reporting Manager: Assistant Director of Marketing

Direct Reports: None

FLSA: Non-Exempt

Expected Hours of Work: 40 hours

Salary Band: B23

Band Range: \$37,886 – \$53,238

FY19 Budget:

Account Number:

ICCB Class:

KC Status (Class): KCSS Support Staff

POSD:

### Job Summary:

Assist in the coordination of the college's social media strategy, including the creation of content for a variety of traditional and social channels, while ensuring consistency with overall communication strategy and messaging. Works with staff, faculty, and students to tell the college's story through these channels.

**Supervisory Responsibilities:** None.

### Minimum Qualifications/Basic Job Requirements:

- Bachelor's degree

### Illustrative Examples of Essential Functions:

- Coordinate and create organic social media content; maintain and update the college's Facebook, Twitter, Instagram, and other new/social media presences, in conjunction with institutional marketing campaigns.
- Assist the Director of Marketing in providing social media training to the faculty/staff.
- Perform other related duties as assigned.

### (Core Competencies) Knowledge, Skills, and Abilities:

- Possess strong organizational skills
- Demonstrate clear and effective written and verbal communication skills
- Provide strong and clear communication, customer service, and inter-personal skills
- Ability to work independently
- Able to cooperatively work with diverse groups of students and staff
- Understanding of basic administrative processes and procedures
- Understanding of Microsoft Office Productivity Suite
- Understanding of basic computer operations and office equipment
- Demonstrates efficient keyboard and data entry accuracy and speed

### Workload Summary:

*(Special physical requirements necessary for performance of the job)*

- Work is normally performed in a general office setting
- Work is conducted in a busy office environment with frequent interruptions
- This position requires light physical activity and movement

**Disclaimer:**

Kishwaukee College is an Equal Employment Opportunity Employer and any reasonable and timely accommodations in compliance with the Americans with Disabilities Act will be made upon documented request by the employee.

10/2017