

## **Job Description**

**Job Title:** Social Media Manager

**Office:** Office of Marketing and Communications

**Employee Name:** vacant

### **Job Summary**

The Social Media Manager is a key member of the team within the Office of Marketing and Communications who leads the social media strategy for and management of MC's institutional accounts. The person in this role has a passion for implementing effective and impactful communication, using their expertise, along with tools and tactics to support institutional-level communications and assist in ensuring alignment with University marketing communications efforts. The social media manager plays a vital role in communicating MC's brand story and enhancing MC's reputation, facilitates high-quality social media content development, analyzes data and trends, identifies opportunities for improving performance, provides guidance to social media account managers across the University, and contributes to social media advertising efforts. Reporting to the VP for Marketing and Communications, the person in this role will thrive in a fast-paced environment, work effectively with various internal and external audiences, meet timely deadlines, oversee multiple projects simultaneously, and execute all projects at a high level. This individual brings energy, enthusiasm, and a collaborative spirit to work effectively with all stakeholders.

### **Essential Functions**

- Leads the social media strategy for MC's institutional-level social media accounts run by the Office of Marketing and Communications, in support of the advancement of the University's brand reputation and institutional marketing initiatives; develops and implements tailored social media engagement strategies and reporting for each account and audience segment.
- Oversees social media asset creation, in the form of photos, video, graphics, Reels, templates, and other emerging types, and curates assets based on the unique nuances of each social media platform and its audiences; works closely with colleagues in the OMC team and others to develop or acquire relevant assets in an organized, strategic and timely manner.
- Effectively uses relevant tools, including Sprout social media management software, to plan, workflow, obtain approval, and analyze social media performance data to measure impact, conduct advanced social listening, and develop regular social media reports. Assesses the effectiveness of current strategies, and identifies and implements opportunities for improving content and engagement approaches.
- Collaborates with members of the marketing and communications team to conceptualize and implement effective social media campaign strategies and paid social media advertising, using Google Ads and Analytics, and Meta Business Suite. Monitors social media ads, reviews, and analyzes performance.
- Engages with other University units to provide best practices and guidelines for the effective use of social media and to help ensure a professional and consistent

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University social media presence across multiple accounts and platforms. Plans, organizes, and provides training to units on social media best practices as needed.

- Implements accessibility best practices across platforms to make content available to a wider audience, researches emerging accessibility best practices, researches and tests new platforms and features, and launches and manages new accounts, as needed. Monitors accounts outside of regular working hours, assists with social media tasks during emergencies, and performs other duties as assigned.

## **Minimum Qualifications**

- Bachelor's degree in marketing, advertising, mass communication, public relations, or a related field.
- Two or more years of demonstrated experience managing corporate or organizational social media accounts in a professional capacity (or a combination of work experience, internships, and personal account management).
- Experience with a variety of social media platforms.
- Commitment to the mission and vision of Mississippi College.

## **Knowledge, Skills, and Abilities**

- Excellent writing and editing skills.
- Excellent verbal and interpersonal communication skills.
- Exceptional project management, organizational, and time management skills.
- Advanced knowledge of how to use social media as a professional communication tool.
- Ability to set appropriate goals and develop action steps to meet them.
- Ability to work independently, cooperate with team members, and supervise student interns.
- Ability to monitor accounts during evening and weekend hours and respond promptly during emergency situations.
- Effective application of University Brand Standards, Style Guide, and AP Style.
- Knowledge of and experience in the development and execution of communications strategies, plus a commitment to learning other emerging platforms and tools.
- Excellent computer skills, particularly in the use of email, digital calendars, project management software, and the Internet as a research tool.
- Ability to effectively work individually and as part of a team.
- Ability to prioritize and work in a fast-paced environment with shifting communication demands and short deadlines.
- Demonstrated skills in problem-solving, initiative, exercising good judgment in all situations, and effective decision-making.
- Ability to coordinate with individuals at all levels of the organization.
- Demonstrated attention to detail to ensure accuracy of information.

**Reports to:** Vice President for Marketing and Communications

**FSLA Status:** Exempt