



## Communications and Social Media Specialist Job Description

**Job Title:** Communications and Social Media Specialist  
**Job Class:** Support  
**Department:** Marketing/ Administration  
**Reports To:** Director of Marketing  
**FLSA Status:** Non-Exempt  
**Compease:** Grade 10  
**Approved By:** Vice President of Student Affairs  
**Approved Date:** 04/24/24

### I. Position Purpose

The Communications and Social Media Specialist will support all internal and external College communication to a wide variety of stakeholders via a variety of platforms and channels. This position will also engage in project management to help fulfill the mission and vision of the College, including support of marketing and branding efforts. The role requires a highly resourceful individual with high emotional intelligence and self-motivation, in addition to strong verbal and written communication skills.

### II. Duties and Responsibilities

**SUPPORT COMMUNICATION AND PROJECT MANAGEMENT:** The Communications and Social Media Specialist will support communication involving key stakeholders which includes the creation of content for the College's CRM, press releases and social media, in addition to print and digital platforms using marketing concepts, practices, and procedures. The Specialist will develop presentations and correspondence for internal and external audiences. Working with the Director of Marketing, the Specialist will also support the management of departmental and institutional projects, organizing projects in a systematic way to establish priorities, collaborate across departments, and meet deadlines.

**CREATE CONTENT AND MONITOR SOCIAL MEDIA:** The Communications and Social Media Specialist will create content for the College's social media platforms. Working with the Director of Marketing, the Specialist will coordinate with campus departments and students to capture photo/video content as well as create graphics to be used on the College's social media platforms that adhered to the College brand and identity standards. The Specialist will monitor the effectiveness of posts via analytics and develop a strategy accordingly. The Specialist will demonstrate an understanding of current social media trends through research and analysis.

**DEVELOP AND ASSIST WITH MEDIA RELATIONS:** The Communications and Social Media Specialist will develop ideas for stories to pitch to media outlets, meet with local media on campus to facilitate interviews, and assist in capturing B-roll. The Specialist will track subsequent news stories on local media and keep track of placement and impact.

**PROVIDE CONTENT SUPPORT:** The Communications and Social Media Specialist will capture photo and video content, and provide graphic design ideas and advertising copy. The

Specialist will edit video content for placement on website and social media platforms. The Specialist will create content and copy for the College's website.

**CONDUCT MARKET RESEARCH:** The Communications and Social Media Specialist will conduct market research to identify customer trends, discern personas, and utilize data to leverage and create content accordingly.

**SUPPORT AND PROMOTE EVENT PARTICIPATION:** The Communications and Social Media Specialist will provide input and help promote college-related events. The Specialist will develop messaging with regard to promoting events for maximum attendance and impact. When required, the Specialist will provide photo and video record of events for social media and website.

**ADVANCE THE COLLEGE'S MISSION, VISION, AND GOALS:** The Communications and Social Media Specialist will build positive relationships with WSCO employees, students, alumni, donors, and external partners. Working collaboratively with the Director of Marketing, the Specialist will collaborate with educational institutions, community, civic, and professional organizations and will support continuous improvement, recruitment, enrollment, and retention strategies to advance student success.

**PROVIDE COMMUNICATIONS SUPPORT TO THE OFFICE OF THE PRESIDENT:** The Communications and Social Media Specialist will work closely with the Office of the President to create content on behalf of the President for both internal and external communication, including emails, letters, and speeches.

**DEMONSTRATE PROFESSIONAL AND QUALITY CUSTOMER SERVICE:** The Communications and Social Media Specialist will demonstrate professionalism and provide quality customer service in accordance with the College's values; maintain positive working relationships, make decisions and solve problems; maintain confidentiality, positive communication, accurate records, and an organized, safe working environment; exhibit flexibility, willingness to learn, ability to change, and maintain current technology skills.

### **III. Qualifications – Education, Experience, and Skills**

- Minimum of a Bachelor's degree in Communications, Public Relations, Marketing, or related field from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation.
- Minimum of three years of related experience required. Minimum of two years of experience with social media management and CRM experience preferred.
- Preferred skill set includes excellent analytical skills, attention to detail for precise analysis of data, critical thinking and problem-solving skills, ability to work with teams and collaborate, time management, and multitasking skills with the ability to prioritize tasks.

*Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).*