

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: SOCIAL MEDIA COORDINATOR

Reports To: Institutional Marketing

UW Job Code: 7350

UW Job Family: 3D- Media/Communication/Art

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 20

Date: 1-1-21

JOB PURPOSE:

Manage and maintain content for the university's primary social media channels across Instagram, ZeeMee, Facebook, YouTube, TikTok and others as assigned. Create thoughtful, creative and branded content daily to support recruitment marketing, retention marketing and communication for UW. Design and develop additional content, such as short-form videos and social media "takeover" videos, specifically for social media consumption. Serve as the primary administrator for Facebook Business Manager and work collaboratively across dozens of units to acquire all university-run accounts to ensure continuous access and security.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- In direct collaboration with the Marketing Content Coordinator, develop and maintain a social media calendar in a three-month view to support and elevate organic content strategies for enrollment and retention marketing, adjusting content as needed to meet high-priority needs during active recruitment cycles.
- Collaborate with enrollment marketing and management team members to create and execute content pertinent to prospective students. Creatively provide meaningful and informational topics to ensure consumption is optimal for target audiences.
- Work closely with retention marketing to develop social media tactics that engage current university students with communication, contests and other content. Provide recommendations and support to various team members in Student Affairs to ensure student resources are visible on the university's official social platforms.
- Develop ground-up content including social media graphic design, short-form video and copywriting unique to each social media account. Ensure all content is thoroughly proofed for grammatical correctness consistent with university's communication standards.

- Develop social media content proposals and tactical plans to incorporate complex execution formats that create complete buy-in from various team members in and outside of Institutional Marketing.
- Maintain critical path schedules for delivering social media content and foster relationships with units, including Enrollment Management, Student Affairs, college-level marketing communication specialists and the President's office, among others across the university.
- Ensure all social media content is consistent with and includes actionable steps to elevate the university's commitment to diversity, inclusion and equity.
- Assist the Associate Director of Digital & Content strategy with paid digital advertising copywriting and creative direction, along with placement throughout various social and digital media outlets.
- Monitor and respond to daily public and direct messaging on various social media platforms.
- Maintain a high level of professionalism representative of the university's strong commitment to students, faculty, staff and other stakeholders.
- Field all enrollment and retention questions received through social media to various departments to ensure an interrupted journey for inquiring prospective and current students.
- Provide supervisor with elevated concerns or comments and recommendations for resolution that cannot be resolved alone.
- Develop reporting system for analyzing quantitative and sentimental data and make recommendations for strengthening content and optimizing current tactics to reach greater audiences.
- Manage university social media access and account administration through Facebook Business Manager and Sprout Social. Collaborate with various college-level units to integrate their social media accounts into Business Manager.

SUPPLEMENTAL FUNCTIONS:

- Attend regional conferences and training to stay up to date on industry changes.
- Work in close coordination with key internal groups (Institutional Marketing and Institutional Communications) and constituent partners (Marketing & Communications Specialists, College and Unit employees, etc.) to provide social media best practices, guidance and content recommendations.
- Hire, train, mentor and supervise part-time employees needed to maintain the university's social media content strategies and production.
- Perform special projects and duties, as assigned.

COMPETENCIES:

- Attention to Detail
- Adaptability
- Influence
- Analysis/Problem Identification
- Collaboration
- Communication

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree in Art, Marketing, Communications, or a related field**

Experience: **3 years work-related experience**

Required licensure, certification, registration, or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Television and/or video pre-production, production, and post-production methods, practices and procedures.
- Federal Communications Commission regulations.
- Creative writing and production development methods.
- Editing techniques.
- Video conferencing systems.
- Multi and single-camera production, and related television equipment techniques and operation.
- Supervision concepts, methods and practices.
- University, state, and federal rules and regulations applicable to area.
- Public relations.
- Budget development and management.

Skills and Abilities to:

- Plan, write, produce, direct and edit television productions.
- Develop production budgets and monitor.
- Supervise and train assigned staff.
- Operate and/or set up remote and studio cameras, microphones, lighting equipment, audio board, switcher, and editor.
- Determine maintenance and repair, inventory and equipment needs.
- Adjust focus, identify and distinguish between colors, and judge distance and spatial relationships.
- Effectively communicate, both orally and written.
- Work as a team member and foster a cooperative work environment.

WORKING CONDITIONS:

Routine office working conditions. Regular in-state and out-of-state travel for site visits and attend regional and national meetings; exposed to regular repetitive hand movement for computer usage.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.