



## **Social Media Assistant Job Posting**

### **Job Summary:**

Spalding University recognizes that social media can be a very effective way to communicate, promote and brand Spalding to multiple audiences across and outside of the university. Within the Department of Marketing & Public Relations, and working under the direct supervision of the Director, Social Media & Digital Recruiting, the Social Media Assistant is responsible for generating content for all of the University's primary accounts; executing real-time coverage of campus events; monitoring all of the University's primary accounts; responding to questions and comments immediately and accurately; and managing the brand as the official voice of Spalding University.

### **Duties and Responsibilities:**

- Manage and monitor all official Spalding University social media sites, including but not limited to: Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, LinkedIn and Google+
- Facilitate online conversations with "customers" and respond to questions and comments in a timely manner.
- Generate dynamic and interesting content for use across all of the University's primary social media accounts that build engagement. This includes photo and video content.
- Execute real-time coverage of campus events on Facebook, Instagram, Twitter and Snapchat.
- Continually monitor all social media sites for unofficial accounts that may have been launched without adhering to the social media policy.
- Ensure that social media is being used to support our mission and tell the University's story.
- Assist with population and management of a social media content calendar.
- Work with the Director of Social Media & Digital Recruiting on paid social media and marketing campaigns.
- Work with the Social Media Ambassadors (SMA's) and the Social Media Street Team to create social media campaigns that build engagement and interest in Spalding University.
- Stay up-to-date with changes on all social media platforms to ensure maximum effectiveness.
- Provide copywriting, editing, photography and event support as needed.

### **Job Requirements/Key Skills:**

- An understanding of all social media channels
- Excellent written communication skills (writing samples will be required)
- Interpersonal skills



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- Creativity and execution
- Organizational skills
- Proactive and problem-solving mindset
- Excellent computer skills
- Time management skills
- Ability to thrive in a fast-paced, team-oriented environment

### Education and Previous Experience:

- Bachelor's Degree (required): Marketing, Communications, Business, Journalism or Digital Media (preferred)
- Customer Service: 2+ years (preferred)
- Social media Marketing: 1 year (preferred)

### Qualifications:

- A passion for social media and a strategic understanding of its role in recruitment and brand building
- A positive attitude at all times, particularly when representing the University online.
- The understanding that social media serve as the front line in customer service.
- Ability to work independently while coordinating with Marketing & Public Relations.

### Qualifications Desired:

- Photography and videography for social media.
- Visual editing skills including photos, videos and graphics for social media.
- An understanding of social media data and analytics.

### Working Conditions:

- 32 hours working in the office and 8 hours working outside of the office.
- Working hours may fluctuate depending on projects and events.
- Social media monitoring requires constant attention.

**Salary:** \$33,000 (non-negotiable)

### How to Apply:

Please submit electronically your **resume and cover letter** to:

Yolanda Peterson

Human Resources Coordinator

[ypeterson@spalding.edu](mailto:ypeterson@spalding.edu)



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### ABOUT SPALDING UNIVERSITY:

Nestled in the midst of Kentucky's largest city, historic Spalding University combines a rich history and a commitment to community service as we attract students who desire a high quality education in a very personalized setting. An engaged faculty serves nearly 2500 students at the bachelors', masters and doctoral levels, providing quality, real-world learning in liberal and professional studies.

Faculty, staff and students are united by the institutional mission:

***Spalding University is a diverse community of learners dedicated to meeting the needs of the times in the tradition of the Sisters of Charity of Nazareth through quality undergraduate and graduate liberal and professional studies, grounded in spiritual values, with emphasis on service and the promotion of peace and justice.***

With a focus on community service and leadership, Spalding offers all students a mission-driven connection to community and comprehensive learning resources while striking a distinctive balance serving the educational needs of both the traditional student and the working adult. In addition, our unique 6-week session delivery format affords students needed scheduling flexibility amidst other life responsibilities.

Spalding University is an Equal Employment Opportunity/Affirmative Action employer. The University complies with all federal, state and local equal employment opportunity laws. It is the University's policy not to discriminate against any individual or group of individuals and to provide equal employment opportunity to all qualified persons regardless of race, color, national origin, age, disability, religion, sex, pregnancy, sexual orientation, gender identity, marital status, military status, veteran status or other protected status. All job offers are contingent upon successful completion of a pre-employment drug screening as well as a criminal background check.