

Job Title: Social Media Specialist
Job ID: 29296
Location: College of Staten Island
Full/Part Time: Full-Time
Regular/Temporary: Regular

POSITION DETAILS

The College of Staten Island (CSI) is a City University of New York (CUNY) senior College organized around two academic divisions and three schools, with over 10,000 students. CSI offers a broad range of academic programs in the liberal arts and sciences, and in several professional areas. The College awards associate's, bachelor's, master's and clinical doctoral degrees, and in collaboration with The CUNY Graduate Center, numerous Ph.D. degrees. CSI's internationally recognized faculty passionately engage in scholarly and artistic activities, and together with a strong professional staff, lead students through transformational learning experiences both inside and outside of the classroom. The College is situated on a 204-acre site, has recently incorporated a residential component, and is currently engaging in capital expansion. It is a hub of intellectual and artistic activity and a community partner and source of economic impact and job creation for the greater Staten Island area.

The College's faculty, administration, and staff are committed to educational excellence as they instill in students an enduring love of learning and respect for pluralism and diversity. The College community recognizes its responsibility to strive for the common good, including an informed appreciation for the interdependence of all people, as well as providing students with the opportunities for successful future careers.

The Social Media Specialist works within the Office of Communications & Marketing, producing original content strategies for the College's social media platforms. Duties include creating original text, graphic, photo, and video content, specifically for social media platforms and for online dissemination through CSI News' Website, csitoday.com, managing posts, and responding to followers. The Social Media Specialist will analyze engagement data, identify trends in customer interactions, plan digital campaigns to build community online, and work with the Director of Communications & Marketing to create a strategic plan specific to social media.

Reporting to the Director of Communications & Marketing, the Social Media Specialist:

- Performs research on current benchmark trends and audience preferences
- Designs and implements social media strategy to align with College goals; oversees social media accounts' design and creation; stays up-to-date with current technologies and trends in social media, design tools and applications.
- Generates, edits, publishes and shares engaging content daily (e.g. original text, photos, videos and news) and monitors web traffic metrics.
- Collaborates with other campus offices and initiatives, to ensure brand consistency, and efficient message-sharing
- Communicates with followers, responds to queries in a timely manner and monitors customer reviews

- Suggests and implements new features to develop brand awareness, like promotions, polls, and competitions

Liaises with news and digital media team within Communications & Marketing team to help produce content and cross-promote news, information, and other multimedia efforts.

QUALIFICATIONS

Bachelor's degree and four years' related experience required.

Preferred qualifications include:

- Master's degree in Graphic Design, Marketing, or New Media.
- 1-2 years of work experience as a social media manager.
- Proven experience in content management, with a digital portfolio showcasing work projects.
- Proficiency in Adobe Creative Suite (including Photoshop, InDesign, Premiere Pro, Illustrator, etc.)

CUNY TITLE OVERVIEW

Provides expertise in digital and visual communications to support and advance the College's multimedia presence.

- Researches and identifies new multimedia platforms that advance College programs and initiatives
- Works closely with management to understand and produce effective message elements
- Creates and aligns various communication work products such as video, digital formats, layouts, graphics, web pages, and microsites to ensure consistency and effective messaging
- Assesses, enhances and manages the user experience on digital platforms including social media
- Collaborates with graphic designers, webmasters, and other information technology professionals to create comprehensive broadcast and multimedia communications
- Procures required internal and external resources and services and manages their utilization
- Performs related duties as assigned.

CUNY TITLE

Higher Education Assistant

FLSA

Exempt

COMPENSATION AND BENEFITS

\$52,267 - \$56,447

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

To apply, please visit <http://cuny.jobs/> and enter the Job ID# in the "What" section field. Candidates must attach a resume, cover letter, and contact information for three references (Professional or Personal) as one file.

CLOSING DATE

December 7, 2024

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.