

Social Media Specialist
Embry-Riddle Aeronautical University

Direct Link: <https://www.AcademicKeys.com/r?job=124574>

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Posted Jun. 18, 2019, expired Oct. 18, 2019

Job Title Social Media Specialist

Department

Institution Embry-Riddle Aeronautical University
Daytona Beach, Florida

Date Posted Jun. 18, 2019

Application Open until filled

Deadline

Position Start Available immediately

Date

Job Categories Professional Staff

Academic Field(s) Communications/Public Relations

Job Website <https://embryriddle.taleo.net/careersection/002/jobdetail.ftl?job=190399>

Apply By Email

Job Description

Embry-Riddle Aeronautical University, the world's leading aviation and aerospace university, seeks a social media specialist to join the News Team, within the Marketing & Communications Department. This position will play a key role in presenting the personality of this university, extending the reach of its brand image and, in many cases, serving as its voice to the nearly a half-million people who make up its follower base.

Whether it's online, on campus or at events, the Social Media Specialist will serve as the face on the "front lines" of the communications team. In all outreach on behalf of the university, the Specialist must be friendly, creative, enthusiastic, and an expert communicator. Multimedia skills will be a plus, as we continue look for ways to complement/supplement traditional news stories with striking digital content.

The position will be responsible for managing news content within the university intranet as well, while

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...serving as backup for posting content to the external Newsroom, and other duties as assigned.

Help us bring our social media presence to the next level with live event coverage, informative graphics, compelling story teasers, student engagement tactics, paid campaigns, effective multimedia for social distribution, cross-promotional efforts, gifs, memes, boomerangs, filters, snaps, and other techniques. If it's creative and enthusiastic, we want to see it.

Scope:

This position will report to the News Manager, under the direction of the Assistant Vice President for News & Research Communications.

Qualifications

Required Education and Experience:

Bachelor's degree in journalism, English or a related field

3-5 years of professional experience in news and/or marketing

Passion for following social media trends

Ability to collect and interpret web analytics and insights, and tailor content around winning strategies

Ability to identify what is and isn't news, and an enthusiasm for being "on the scene" where news is happening

Preferred Qualifications:

Interest in storytelling — especially in telling stories in modern, innovative ways

Ability to produce multimedia: infographics, gifs, memes, short social media-type video content, photos, and/or other art to complement news items

Interest in aviation, aerospace, science, and technology

Passion for attending events and "breaking" stories

Experience with social media management dashboards

Experience with internal/external content management systems

Knowledge, Skills, and Abilities:

Exceptional editorial skills

Strong interpersonal skills and a passion for meeting/talking to new people

An understanding of the importance of collaboration for effective teamwork

Highly organized

Ability to calmly, effectively handle a variety of different projects and tasks, often under tight and shifting deadlines.

Ability to think strategically and communicate effectively

Application Instructions



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In addition to completing the required application, provide a resume; a cover letter; writing samples; samples of multimedia work, if applicable; and a list of three professional references (not to be contacted without applicant's permission).

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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