

Social Media Specialist
University at Buffalo, The State University of New York

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Posted Nov. 4, 2019, set to expire Mar. 5, 2020

Job Title	Social Media Specialist
Department	Office of University Communications
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Nov. 4, 2019
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

Position Summary

If social media is your passion, consider joining our University at Buffalo team to create an engaging social presence that reflects the UB brand and deepens our relationships with our audiences, creating opportunities for them to engage and share their pride. We are looking for an outstanding candidate to manage UB's primary institutional social media channels and create engaging digital content that delights our audiences.

You would be on a team responsible for:

- UB's primary institutional social media channels
- Creating engaging written, visual and multimedia social content that enhances our brand
- Identifying opportunities to create engagement
- Planning, coordinating, preparing and scheduling both original and remarketing posts across social

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channels

- Monitoring and responding to social posts and comments
- Systematically assessing and regularly communicating channel and post performance
- Integrating our social content on our web presence
- Being a social media evangelist to UB's internal social media managers, inspiring constant improvement
- Participating in the governance of UB's social and digital presence
- Supporting our efforts in paid, earned and owned media to elevate the reputation of the university.

Please see the Special Instructions section for important information regarding required documents to attach.

University at Buffalo is an affirmative action-equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Minimum Qualifications

- Bachelor's Degree or equivalent combination of education and professional experience
- At least one year experience working in a professional setting and experience developing digital content (written, multimedia, visual) or managing social media activity for an organization or corporation
- Experience in, and enthusiasm for, working with digital communications, especially social media
- In-depth knowledge and understanding of platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, SnapChat, Live Video and other emerging platforms
- Knowledge and understanding of digital technology, trends and best practices in social media engagement, content marketing and innovation
- Experience in identifying, evaluating, learning and testing new technologies
- Excellent oral communication skills
- Exceptional writing and visual design skills
- Strong interpersonal communication skills
- Familiarity with, or proficiency in, digital content production technologies (e.g. Photoshop and Final Cut Pro or other professional video editing software)
- Flexibility in working evenings and weekends, monitoring and responding to social media activity
- Demonstrated experience working collaboratively with a variety of team members

Preferred Qualifications

- A degree in multimedia development, journalism, english, communications, public relations, media study, graphic design or similar field
- Experience in listening to, and engaging with, online communities
- Experience in planning for, and positioning, content in multiple social distribution channels

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- Experience with channel performance assessment and analytics strongly preferred (e.g. Google Analytics, Facebook Insights)
- Ability to work independently in a demanding, fast-paced office setting

Contact Information

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

Contact

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