

Content and Communications Specialist Tufts University

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Downloaded On: Dec. 21, 2024 5:15am

Posted Apr. 1, 2024, set to expire Dec. 31, 2024

Job Title	Content and Communications Specialist
Department	The Fletcher School
Institution	Tufts University Medford, Massachusetts
Date Posted	Apr. 1, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://jobs.tufts.edu/jobs/20342?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

The Fletcher School of Law and Diplomacy is the United States' first professional graduate school of international affairs. Since 1933 Fletcher's multi-disciplinary education in international relations, law, and business, has prepared the world's leaders to become innovative problem-solvers in government, private sector, and non-governmental organizations. The Fletcher School seeks to fulfill its mission in the most environmentally sensible way possible.

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What You'll Do

The Content and Communications Specialist will play a crucial role in shaping the digital identity of Fletcher, driving engagement, and amplifying our message across various social media platforms. This individual will be responsible for developing compelling content, managing social media channels, and executing strategic communication initiatives to effectively engage our diverse audience.

Essential Functions:

- Develop and implement social media strategies to increase brand awareness, drive engagement, and foster community growth across all relevant platforms including but not limited to Instagram, LinkedIn, X, Facebook, and YouTube.
- Create and curate high-quality, engaging content such as posts, videos, graphics, and blogs that align with the school's objectives and resonate with our target audience.
- Ensuring timely and consistent delivery of content that reflects the school's values, initiatives, and events.
- Establish and enforce governance policies for social media channels affiliated with the school, ensuring alignment with branding guidelines, messaging standards, and community engagement best practices.
- Monitor social media trends, audience feedback, and analytics to optimize content performance and identify opportunities for improvement.
- Collaborate with internal stakeholders including faculty, staff, and students to gather content ideas, stories, and updates for dissemination on social media platforms.
- Provide guidance and support to leadership on social media strategies, including content creation, platform selection, and audience engagement tactics.
- Provide support for live coverage of events, conferences, and campus activities through social media channels.
- Edit and produce video content, including filming, editing, and post-production, to showcase the school's programs, achievements, and student experiences.
- Design visually appealing graphics, infographics, and other multimedia assets to enhance the school's online presence and communication materials.
- Compile and analyze social media metrics to create comprehensive quarterly reports, offering insights and recommendations for optimizing social media strategies and enhancing audience engagement. (just something about quarterly reports).

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What We're Looking For

Basic Requirements:

- Knowledge and experience typically acquired through a completion of Bachelor's degree or equivalent experience in communications, marketing, digital media, or related field with at least 3-5 years of experience in social media management, and digital content creation.
- Exceptional writing skills with the ability to craft clear, concise, and engaging content for various digital platforms.
- Proficiency in Adobe Suite, including Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator/After Effect or similar tools (i.e. Canva).
- Strong understanding of social media analytics and reporting tools to track performance metrics and inform decision-making.
- An audience-first approach to developing content strategy and a creative mindset with a keen eye for visual storytelling and design aesthetics.
- Ability to multitask, prioritize tasks, and work efficiently in a fast-paced environment with tight deadlines.
- Excellent interpersonal skills with the ability to collaborate effectively with cross-functional teams and stakeholders.
- Interest and knowledge of topics related to international relations and global affairs.

Preferred Qualifications:

- Knowledge of SEO principles and best practices is a plus.

Pay Range

Minimum \$57,900.00, Midpoint \$72,450.00, Maximum \$87,000.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information



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Contact

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