

**Social Media and Engagement Manager
Community Colleges of Spokane**

Direct Link: <https://www.AcademicKeys.com/r?job=253815>

Downloaded On: Feb. 27, 2025 6:32pm

Posted Feb. 27, 2025, set to expire Mar. 13, 2025

Job Title	Social Media and Engagement Manager
Department	Dist. Marketing/Public Relations
Institution	Community Colleges of Spokane Spokane, Washington
Date Posted	Feb. 27, 2025
Application Deadline	03/13/2025
Position Start Date	Available immediately
Job Categories	Professional Staff Director/Manager
Academic Field(s)	Communications/Public Relations Graphic Design/Marketing
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Job Description

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Social Media and Engagement Manager

Community Colleges of Spokane

Location:CCS District Office Spokane

Department:Dist. Marketing/Public Relations



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Salary Range: \$65,497 - \$74,041

Starting salary for this position is: \$65,497 (Annually)

The salary range represents the earning potential for this position, through training, evaluations and years spent working in this position with CCS.

About Us

Spokane Colleges is comprised of two accredited colleges, Spokane Community College (SCC) and Spokane Falls Community College (SFCC) serving Spokane, Stevens, Whitman, Ferry, and Pend Oreille Counties, as well as portions of Lincoln County.

Both colleges are accredited by the Northwest Commission on Colleges and Universities and governed by the Washington State Board of Community and Technical Colleges.

Applications will be accepted until 4:00 p.m. PST on 03/13/2025. The application process will not be available after this time. To ensure consideration make sure your application is completed and submitted as soon as possible. Applications will only be accepted prior to 4:00 p.m. on the closing date.

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About the Social Media and Engagement Manager

JOB SUMMARY

The Social Media and Engagement Manager, under direction from the District Director of Communications, is responsible for collaboratively developing and executing a comprehensive strategy for Spokane Colleges' social media sites.

This position will develop and execute engaging social media strategies, coordinate content and campaigns, and execute community engagement strategies to further the goals of Spokane Colleges (the district), Spokane Community College (SCC), and Spokane Falls Community College (SFCC).

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

- Lead a districtwide social media presence. Collaborate with team members to coordinate diverse efforts underway on our campuses. Respond to comments and questions in a timely and courteous manner. *
- Tell the story of Spokane Colleges with a fresh and creative perspective across multiple social media platforms and in support of community engagement partnerships. Use a variety of methods and tools, including photos, video, writing and audio, *
- Ensure districtwide social media policies and procedures are followed. Create and provide training to account holders. Adhere to social media records retention and archiving regulations. *
- Work with the District Marketing and Public Relations team to develop and implement strategic storytelling and marketing that promotes the colleges to current and prospective students, families, patrons, businesses and community partners. *
- Build and maintain collaborative relationships with campus departments. Continually discover and develop storytelling and content creation opportunities. Be a trusted social media resource across the organization. *
- Develop and maintain a robust social media content calendar for all sites. *
- Create and manage social media efforts using social media best practices and enterprise software such as Sprout Social, Meta, and others. *
- Assist the District Director of Marketing with social media advertising across multiple platforms. *
- Develop metrics and measurements to determine the effectiveness of social media projects and campaigns. Set goals for increased engagement with well-defined strategies for growth and consideration of new platforms. *
- Ensure brand and style standards are followed. *
- Model professional decorum and mutual respect in all personal interactions. *

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- Comply with district policies, procedures and directives, state and federal regulations, orders and statutes and collective bargaining agreements. *
- Support and advance Spokane Colleges' strategic plan and perform other duties as assigned. *

**Indicates this is an essential duty.*

COMPETENCIES

- Manages Complexity
- Decision Quality
- Action Oriented
- Plans & Aligns
- Ensures Accountability
- Drives Results
- Collaborates
- Instills Trust
- Demonstrates Self-Awareness
- Self-Development
- Nimble Learning
- Situational Adaptability

Learn more about [our competencies](#).

MINIMUM QUALIFICATIONS

- Knowledge of social media platforms, trends and best practices.
- Bachelor's degree in communications, journalism, public relations, marketing or related field from an accredited institution OR an equivalent mix of education and experience that demonstrates the candidate meets all competency requirements for this position.
- Progressive experience in marketing, public relations, communications, organizational management, writing content for the web, social media marketing, or a related field.
- Demonstrated expertise in marketing, social media strategies, creation of video/photo media, and ability to strategically plan marketing efforts both short and long term.
- Demonstrated creativity in thinking, writing, and design.
- Skill in the use of word processing and computers, including PowerPoint, Adobe Creative Suite, and content management systems.
- Excellent and effective oral and written communication skills, including the ability to present ideas

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and information to groups of people.

- Demonstrated ability to relate and work in a positive manner with a diverse group of staff and community members in a confidential manner.
- Experience with still and video photography as well as photo and non-linear video editing software.
- Understanding of best practices to fulfill ADA compliance requirements.
- Knowledge of marketing tools and techniques.
- Strong writing and copyediting skills.
- Excellent project management methods and techniques.
- Ability to effectively organize multiple work assignments, involving competing priorities, to produce work products that are accurate, of high quality and meet deadlines.
- Able to self-motivate and take initiative on projects, as well as effectively work both independently and as part of a team.

DESIRED QUALIFICATIONS

- Experience working in a higher education marketing and public relations setting.
- Knowledge of characteristics of the students, the region the district serves, and the kinds of programs and services it provides.

PHYSICAL REQUIREMENTS

- Work is performed in a semi-open office environment.
- Work is sedentary.
- Frequent use of computers and exposure to terminal screens.
- Visual focus and strain.
- Work directly with students/clients.
- Work involves constant interruptions and requirement to answer on demand questions by phone, in person, or electronically.
- Frequent repetitive hand/wrist motions and finger manipulation.
- Occasional to frequent change in position from sedentary, standing, stooping and walking.
- Frequent oral and auditory communication with others.

CONDITIONS OF EMPLOYMENT

- Contract 12-month position.

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- This position is overtime eligible.
- Requires local or regional travel.
- Criminal background check is required.

Person hired must be able to provide acceptable documentation of U.S. Citizenship or lawful authorization to work in the United States. This is an absolute condition of employment. An offer of employment will not carry with it any responsibility or obligation on the part of the district to sponsor an H1-B visa. In addition, the Spokane Colleges maintain a drug-free work environment and prohibits all smoking in the college buildings and state-owned vehicles. Must be able to successfully work in and promote a multicultural work and education environment.

Prior to a new hire, a background check including criminal record history will be conducted. Information from the background check will not necessarily preclude employment but will be considered in determining the applicant's suitability and competence to perform in the position. Once an applicant is chosen for a position, they are required to complete and submit a declaration regarding sexual misconduct and investigation per state law.

Benefits Information

This is a contracted, exempt management position. Medical, dental life and long term disability insurance benefits are provided as currently administered under the Public Employees Benefits Board; TIAA-Cref retirement plan or WA State Retirement Plan. Vacation leave accrues at the rate of 14.67 hours per month (22 days per year) and sick leave accrues at the rate of 8 hours per month, effective upon employment. (For positions that are less than full time, leave accruals will be prorated to the percentage of the position.)

[Public Employees Benefits Board](#)

[Additional benefits information](#)

Required Application Materials

To qualify for consideration, applicants must meet required competencies and submit a complete application packet, which includes the following:

- Cover letter - addressing your qualifications relevant to the responsibilities of this position.
- Resume.

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- References - the names, addresses, and phone numbers of three professional references.
- College transcript(s) if applicable - unofficial/copies of transcripts are acceptable; official transcripts are required upon hire.

For questions regarding a job application or the hiring process, or if you require an accommodation during the application or interview process, please contact HR at CCS.Recruiter@ccs.spokane.edu.

Equal Opportunity Institution

Spokane Colleges does not discriminate in its programs, activities and employment on the basis of race, creed, color, religion, national or ethnic origin, age, sex, marital status, pregnancy, pregnancy related conditions, parental status or families with children, status as a mother breastfeeding their child, AIDS/HIV or hepatitis C, honorably discharged veteran status, sexual orientation, gender identity or expression, disability, use of a trained guide dog or service animal by a person with a disability, genetic information, or any other legally protected category.

Direct all inquiries or grievances regarding access, Title IX, ADA, equal opportunity compliance, and/or grievances to:

Fred Davis | Chief Human Resources Officer

Spokane Colleges

P.O. Box 6000, MS1004

Spokane, WA. 99217-6000

509-434-5040

To apply, please visit: <https://careers.ccs.spokane.edu/jobs/social-media-and-engagement-manager-spokane-washington-united-states>

Contact Information

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

Contact



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