

## Social Media Marketing Communications Strategist Kean University

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Posted Aug. 1, 2025, set to expire Mar. 27, 2026

<b>Job Title</b>	Social Media Marketing Communications Strategist
<b>Department</b>	Office of University Relations
<b>Institution</b>	Kean University Union, New Jersey
<b>Date Posted</b>	Aug. 1, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations
<b>Job Website</b>	<a href="https://kean.wd1.myworkdayjobs.com/en-US/Kean/details/Social-Media-Marketing-Communications-Strategist--Office-of-University-Relations_R3655-1">https://kean.wd1.myworkdayjobs.com/en-US/Kean/details/Social-Media-Marketing-Communications-Strategist--Office-of-University-Relations_R3655-1</a>

### Apply By Email

### Job Description

Under the supervision of the Associate Director of Marketing, the Social Media Marketing Communications Strategist (Professional Services Specialist 3) is responsible for maintaining and promoting the University's social media platforms, including Facebook, X, Instagram, LinkedIn and TikTok to maximize Kean's audience and build brand awareness. The Strategist is responsible for drafting post copy, taking photos, and creating graphics and videos for social media and will also develop social media campaigns and compile analytical reports. The Strategist may also be responsible for writing and editing copy for emails, press releases and other content. The Strategist must be capable of building strategic relationships with various campus constituencies and will

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develop, coordinate and execute key communication messages, along with the visuals, through appropriate internal and external channels of communication. *This position requires travel and a flexible schedule including evening and weekend hours.*

Qualifications: Graduation from an accredited college with a Bachelor's degree and two years of professional experience writing and editing content for social media platforms, print or video is required. A Master's degree in a related field may be substituted for one year of the required experience. Candidate must have excellent written and oral communication skills, as well as photo, graphic design and video content production and editing skills, and the ability to develop informative and appealing content for social media.

Candidacy review begins immediately and continues until appointment is made. **Please submit your cover letter, resume/CV and contact information for three professional references.** Official transcripts are required prior to the starting date of employment.

### Contact Information

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

### Contact

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