



Classification Title: Social Media Specialist

Department:	Communications/Marketing	EEO6 Code:	5
Employee Group:	Classified	Salary Grade:	21
Supervision Received From:	Director, Communications, Marketing, and Public Affairs	Date of Origin:	9/2016
Supervision Given:	General Supervision	Last Revision:	9/2016

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Works with the Director, Communications, Marketing, and Public Affairs to develop and implement a comprehensive social media strategy consistent with the strategic communications plans and mission of the District; posts information on various social media venues and responds to inquiries; participates in outreach programs and special events to increase community awareness and enhance the reputation of the District.

DISTINGUISHING CHARACTERISTICS.

The Social Media Specialist is distinguished from Publication Assistant by the former's responsibility for social media-related communications and publications as well as outreach activities.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Coordinates, maintains, generates content and monitors the District's primary social media presence on various websites including Facebook, Instagram and YouTube; utilizes social media channels to effectively communicate the District's various programs and activities, providing accurate and relevant information; responds to inquiries in a timely manner; removes inappropriate posts; measures and evaluates social media programs use and effectiveness.
2. Participates in efforts to build online communities and targeted outreach campaigns that achieve communication goals, with a special focus on current and potential students, partnering with related departments as needed.
3. Contributes to the District's news team by assisting with writing and editing social media content as well as web stories and related communications that bring District news and announcements to the District's audience and community.
4. Responds to requests and inquiries from students, via phone or social media, concerning program offerings, enrollment procedures, forms and applications needed for enrollment and admission requirements.
5. Coordinates and participates in various outreach events including community and education fairs; works with admissions and other staff, obtains and prepares various materials and sets up booths and tables.
6. Keeps abreast of new and emerging social media strategies; serve as a resource for other departments seeking to use social media to engage students and the community in their programs and activities.
7. Assists with the production and proofreading of the class schedule and other publications/new releases.

Marginal Functions:

1. Provides a variety of administrative and clerical support functions including preparing, receiving and verifying purchase orders; digitally filing newspaper clippings, articles and reports; coordinating various budget and accounting functions for the Director, Communications, Marketing, and Public Affairs and providing general phone coverage as needed.
2. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Two years of responsible communications experience with a broad spectrum of publications and online venues.

Education/Training: Equivalent to an associate's degree from an accredited college or university with coursework in marketing, business communications, public relations or a related field, or a social media for business certificate or equivalent certification from an accredited college or university.

Licenses/Certificates:

Possession of, or ability to obtain, an appropriate, valid California driver's license by time of appointment.

Preferred Qualifications:

Ability to speak Spanish fluently.

Knowledge of:

1. Principles, practices and applications of marketing, public relations, public affairs and media relations.
2. New and emerging social media strategies and channels.
3. Principles and practices of sound business communication; correct English usage, grammar, spelling, punctuation and vocabulary.
4. Social media leveraging, tools, plugins, videos and photo sharing sites; web tools and software for analyzing and improving social and news media.
5. Operations, services and activities of a marketing and outreach program.
6. Basic methods and techniques of public speaking.
7. Basic methods and practices of event planning.
8. Modern marketing office procedures, methods and equipment and appropriate software applications, including photo editing software such as Adobe Photoshop.
9. Terminology, work processes and local, state and federal requirements applicable to areas of assigned responsibilities.

Skill in:

1. Organizing, setting priorities and exercising sound independent judgment within areas of responsibility.
2. Using social media channels for marketing and outreach activities to facilitate conversations among people online and interact with others to answer questions.

3. Communicating clearly and effectively, both orally and in writing.
4. Creating and deploying varied multimedia content.
5. Working independently in the absence of supervision.
6. Interpreting, applying, explaining and reaching sound decisions in assigned areas of responsibility.
7. On- and off-site event planning.
8. Exercising tact and diplomacy in dealing with sensitive, complex issues and situations.
9. Preparing clear, concise and accurate reports, correspondence and other written materials.
10. Organizing and maintaining a variety of records and files.
11. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
12. Establishing and maintaining effective working relationships with others encountered in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The incumbent works primarily indoors under typical office conditions, and the noise level is usually quiet to moderate; occasionally works outdoors, exposed to loud noise, crowds, moving objects/vehicles and inclement weather conditions. Incumbent will be required to work shifts outside of the traditional Monday-Friday work week.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to sit; use hands repetitively to finger, handle and feel computers and standard business equipment. The incumbent is frequently required to stand and walk and occasionally lift up to 50 pounds. Requires occasional travel to support outreach and other events.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.