



ST. FRANCIS COLLEGE

Social Media Manager

The College is seeking a communicator who is well-versed in multimedia storytelling and social media outreach, to join its marketing team. A creative communicator who can promote exciting initiatives in higher education. A strategic thinker who can amplify the impact of content by shaping it for the right digital and media channels to drive engagement and build community. A highly organized and comfortable individual who wants to work in a dynamic environment. As the College's Social Media Manager, this individual will collect, curate and develop original content about our approaches to teaching, new modes of learning, athletics, student life, new courses and programs, and the future of higher education.

Job Summary: Reporting to St. Francis College's ("SFC" or the "College") Director of Recruitment Marketing, and passionate about SFC and its mission, the Social Media Manager is an integral part of the College's Marketing and Communications ("MarComm") team, responsible for creating, executing and monitoring the College's strategy and presence in social media, particularly on its flagship accounts as listed below, with the goal of using social media to help deliver on the College's key strategic objectives.

- Instagram
- Facebook
- Twitter
- LinkedIn
- Tik Tok

Duties and Responsibilities:

- Work closely with the members of the MarComm team to coordinate key social media-related functions.
- Plan, compose and execute social media strategies, content, and campaigns to broaden awareness of SFC to a diverse, strategically important audience, to cultivate a positive brand image, to inform key constituencies of important events, as well as news, and to help recruit new students.
- Ensure flagship social media channels are updated and consistently maintained.
- Develop a content calendar and curate daily postings to align messages with the College's strategic mission and priorities.
- Cover and/or coordinate coverage of events designated for social media coverage, including evening and weekends as necessary.
- Supervise the work of other staff, including student workers, in performance of their duties supporting the College's social media strategy and operations.
- Develop graphics and other visual content, including photography and video, to engage key constituent audiences on social media.
- Maintain regular presence of the College President on social media. Develop content featuring the President to share via the College's flagship accounts to help establish and grow audiences

that reflects the President's expertise, vision, priorities and personality. Provide recommendations and leadership on using social media across the College.

- Counsel internal clients on the College's social media policy and best practices and assists in the development and maintenance of the non-flagship accounts as needed.
- Maintain the social media directory of all active SFC accounts.
- Regularly monitor non-flagship College social media accounts and take appropriate action when these accounts are not adhering to College's Social Media policy.
- Liaise with internal stakeholders such as program teams and campus partners to achieve program goals and to ensure coordination.
- Assist in developing strategies for brand, reputation and issues management of moderate complexity, including negative comments on digital channels.
- Build and maintain relationships with internal and external collaboration partners.
- Help develop quantifiable goals for the College's social media presence and apply data and analytics to inform strategic recommendations related to growing audiences and increasing engagement.
- Contribute to strategic Marketing and Communications plans annually or more frequently as required.
- Stay abreast of industry trends and innovations to provide recommendations to update social media strategy and tactics based on current trends.
- Perform all other duties as requested.

Required Qualifications:

- Bachelor's degree required, preferably in journalism, communications, marketing, business or an equivalent experience.
- A minimum of three years of relevant communications, marketing or public relations experience, supported by a portfolio of social media samples. Experience in social media (Facebook, Twitter, Instagram, Tik Tok and LinkedIn), online marketing or public relations, including industry-standard analytics.
- Exceptional skills in copywriting, positioning and creativity.
- Experience or understanding of graphic design in the social media environment, including set direction and planning.
- Ability to take engaging photos and video to distribute via social media, particularly at College events.
- Demonstrated ability to be responsive and navigate and implement an approval process in a highly matrixed environment.
- Knowledgeable and experienced with conducting industry-standard social media analytics.
- Ability to assess the effectiveness of paid campaigns in achieving marketing goals.
- Able to solve problems, as well as develop social and digital marketing solutions for a diverse set of clients.
- Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
- Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
- Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
- Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

- Strong commitment to the College’s mission and to its students, faculty and staff.

Knowledge, Skills and Abilities:

- Superior writing and oral communication skills.
- Strong analytical and networking skills with the ability to translate comparative data into relevant charts and graphs.
- Multi-media skills such as online publishing, blogging, video, graphic design, online photo presentation, etc.

Preferred Qualifications:

- Previous experience in higher education.
- Experienced user of multiple social media sites, blogs, online content.
- Knowledgeable regarding common tactics for audience segmentation, including geotargeting.
- Ability to generate, implement, and assess paid social and digital marketing campaigns.
- Foreign language skills.

Interested applicants can apply [here](#).

About St. Francis College

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City’s low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College’s student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.