

Job Description

Position Title: Specialist, Marketing Social Media

Job Family: External Relations

Job Type: Professional - Senior

FLSA Status: Exempt

Salary Grade: 06

Position Summary:

The Marketing Social Media Specialist is responsible for developing and executing a comprehensive social media strategy to enhance the college's online presence, engage our diverse community, and promote our programs and events. The Marketing Social Media Specialist will play a critical role in telling the Pima Community College story, building brand awareness, and fostering a vibrant online community.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Creates and implements a social media strategy aligned with the College's goals and objectives.
2. Develops, curates, and manages engaging content for various social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, YouTube).
3. Monitors, responds to, and engages with followers to foster a positive and active online community.
4. Plans and executes social media campaigns to promote college events, programs, and initiatives.
5. Tracks, analyzes, and reports on social media performance using analytics tools to measure the effectiveness of campaigns and strategies.
6. Ensures all social media content aligns with the College's brand voice and visual identity.
7. Works closely with internal departments, including Enrollment Management, Student Services, and Academics, to support their social media needs.
8. Stays updated on social media trends, tools, and best practices to continuously improve the college's social media presence.
9. Manages the college's social media response during crisis situations, ensuring timely and appropriate communication.
10. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of regulatory compliance principles and practices
2. Knowledge and application of interviewing and investigative methods and procedures
3. Knowledge of internal and external customer service principles and practices
4. Skill in coordinating and monitoring the work of others
5. Skill in effective communication (both written and oral)

6. Skill in independent decision making
7. Skill in positive, productive, and flexible customer service
8. Skill in problem solving
9. Skill in project management principles, processes, and techniques
10. Skill in public speaking
11. Ability to adapt and maintain professional composure in emergent and crisis situations
12. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results
13. Ability to develop and maintain effective and positive working relationships
14. Ability to operate relevant equipment required to complete assigned responsibilities for the position

Supervision:

Not responsible for supervising the work of others.

Independence of Action:

Results are defined and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

Organizational Culture: Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.

Information and Analytics: Allows ability to be a data leader. Provides a holistic representation of College's performance as well as data trends or issues.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

Bachelor's degree in Marketing, Communications, Journalism or a closely related field of study required.

Three (3) to five (5) years of related experience in social media required.

Five plus (5+) years of related experience preferred

OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

Environment: Work is performed primarily in a standard office environment with staff contact and frequent interruptions.

Physical: Primary functions require sufficient physical ability and mobility to work in a standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to position or transport light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.

Vision: Ability to see in the normal visual range with or without correction.

Hearing: Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check Required
- Works some evenings and weekends Pre-employment Background Check Required
- DMV Check/Current and Valid AZ Driver's License