

Social Media Specialist

University Communications, University at Buffalo

If social media is your passion, consider joining our University at Buffalo team to create an engaging social presence that reflects the UB brand and deepens our relationships with our audiences, creating opportunities for them to engage and share their pride. We are looking for an outstanding candidate to manage UB's primary institutional social media channels and create engaging digital content that delights our audiences.

You would be on a team responsible for:

- UB's primary institutional social media channels
- Creating engaging written, visual and multimedia social content that enhances our brand
- Identifying opportunities to create engagement
- Planning, coordinating, preparing and scheduling both original and remarketing posts across social channels
- Monitoring and responding to social posts and comments
- Systematically assessing and regularly communicating channel and post performance
- Integrating our social content on our web presence
- Being a social media evangelist to UB's internal social media managers, inspiring constant improvement
- Participating in the governance of UB's social and digital presence
- Supporting our efforts in paid, earned and owned media to elevate the reputation of the university

What we are looking for:

You must have a high-level understanding of social media communications and a high comfort level working in a cutting edge, high-tech environment. You realize the potential of content and recommend and execute appropriate solutions. You have expertise in a range of platforms both mature and emerging: social, mobile, video.

Our outstanding candidate will be a person who is dedicated to making UB's content work smarter and harder for our users and our brand. You are creative, logical, organized, detail- and service-oriented, and able to work independently in a demanding, fast-paced office setting.

You have an inquisitive nature, are adaptable and possess the ability to learn new skills quickly. Our successful candidate will display sound judgment in evaluating new challenges and will be resourceful in identifying solutions as well as open to new ideas and feedback. You are a team player, capable of working closely with faculty, students and staff, and possess strong interpersonal and communication skills.

We welcome candidates whose experience in teaching, research or community service has prepared them to contribute to our commitment to diversity and excellence.

Why apply? We hope that you do. We can offer you:

- A university on the move

- Creative work environment
- Collaborative culture
- An inclusive environment that embraces diversity
- Nationally recognized work
- A "Great Place to Work" (as designated by Chronicle of Higher Ed)
- Great benefits
- A region with arts, sports, culture, heritage and affordable living (and yeah, we pride ourselves on enjoying snow!)

Are you a fit? Take a look:

Minimum education

Bachelor's degree or equivalent combination of education and professional experience

Experience

Required

- Experience in, and enthusiasm for, developing digital content (written, multimedia, visual) or managing social media activity for an organization
- Familiarity with, or proficiency in, digital content production technologies (e.g. Photoshop and Final Cut Pro or other professional video editing software)
- In-depth knowledge and understanding of platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, SnapChat, Live Video and other emerging platforms
- Knowledge and understanding of digital technology, trends and best practices in social media engagement, content marketing and innovation
- Exceptional writing and visual design skills
- Strong oral and interpersonal communication skills
- Flexibility in working evenings and weekends, monitoring and responding to social media activity
- Demonstrated experience working collaboratively with a variety of team members

Preferred

- Experience in listening to, and engaging with, online communities
- Experience in planning for, and positioning, content in multiple social distribution channels
- Experience with channel performance assessment and analytics strongly preferred (e.g. Google Analytics, Facebook Insights)
- Ability to work independently in a demanding, fast-paced office setting

About The University At Buffalo

The University at Buffalo is a premier, research-intensive public university dedicated to academic excellence and making a positive impact on the world. We are consistently recognized as one of the world's most exceptional, most affordable universities, making it a top choice for students and faculty around the globe.

About University Communications

The Division of University Communications (UC) is responsible for providing strategic leadership for university marketing and communications, including internal and external communications, media relations, brand management, marketing strategy and creative design in varying mediums, including traditional print and digital platforms for the University at Buffalo (UB). The division is highly visible and its marketing and communication strategies serve to advance the university. UC is currently undergoing a transformation under the leadership of the Vice President for Communications. Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit - all in an effort to support your work-life effectiveness. Visit our benefits website (<http://www.buffalo.edu/administrative-services/for-faculty-staff/benefits/state/uup.html>) to learn about benefit packages.

Apply

Applications are being accepted through November 20, 2019 at:
<https://www.ubjobs.buffalo.edu/postings/22274>

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.”