



## *Social Media Digital Coordinator*

**Department/Division:** University Relations  
**Classification:** Technical Specialist (L)  
**Status:** Full-time, exempt  
**Work Schedule:** Typical work week is M-F, 8:30am - 5pm daily; some hours outside the typical work week, as needed

**Job Summary:** The Social Media Coordinator serves as a member of the University Relations team reporting to the Director of Public Information, with close coordination and collaboration with the Center for Philanthropy and Alumni Engagement. The candidate must possess excellent social media planning, management and content creation skills across a variety of platforms targeting diverse audiences from prospective students to alumni and donors. The coordinator will devise and deploy a data-driven organic and paid social strategy on the University's flagship channels in coordination with Philanthropy and Alumni platforms, integrating social goals into BW's overall marketing, communications and fundraising strategies. The coordinator will provide additional leadership and expertise for social media collaboration across campus.

### **Essential duties, tasks and responsibilities:**

- Develops, implements, measures and revises a comprehensive social media plan for BW's flagship, philanthropy and alumni social accounts that aligns with BW branding and messaging.
- Creates original content that works on each platform to engage each audience including messages to elevate brand awareness, grow the number of engaged alumni within the BW community and cultivate, solicit and steward donors.
- Uses social media management tools to effectively run key accounts, monitor KPIs and generate monthly reports on outcomes.
- Harnesses social media as a customer service tool, as well as a mechanism for listening, community management, market research and issues management.
- Integrates organic and paid social media strategies into BW's larger marketing, communications and fundraising plans.
- Coordinate messaging and campaigns that drive awareness, engagement, web traffic and support of digital giving platforms, working in collaboration with the teams managing those assets.
- Stays current on social media and digital crowdfunding trends, emerging channels and best practice; tests and makes recommendations for new initiatives and innovative concepts.
- Provides leadership to dispersed campus social media account managers to improve coordination of messaging and to encourage employee advocacy and user-generated content by students.
- Supports other University initiatives as assigned

**Qualifications:**

- Bachelor's degree in marketing communications, digital marketing, English, journalism, marketing, public relations, or related major
- Demonstrated social media management experience and skills in service of strategic, measurable social media goals, including digital fundraising techniques (*minimum three years of relevant professional experience*)
- High level of creativity, adaptability and strategic thinking
- Attention to detail
- Mature ability to recognize and respond nimbly to issues that arise through social media
- Experience using social media management tools (such as Hootsuite) and apps to create visual elements, including graphics and video, for social media
- Comfort collaborating and bridging goals and strategies within the organization
- Desire to work in a team but confidence to lead and to handle projects independently

**Working Conditions and Physical Requirements:**

Work is normally performed in a typical interior/office work environment. Limited physical effort required. No or limited exposure to physical risk. Must successfully pass a background check and complete University compliance training.

**Compensation:**

A competitive salary plus a comprehensive benefits package that includes health and dental insurance, 12 days annual paid sick leave, 20 days paid vacation, 14 paid holidays, long & short-term disability, 403 (b) retirement plan, life insurance, employee discounts, free parking, and tuition remission benefits for employee and family. To learn more about the BW's benefits package, go to: [www.bw.edu/resources/hr/](http://www.bw.edu/resources/hr/)

**Application Procedures:**

Initial review of applications will begin on October 1, 2020. Applications will be received until the position is filled. Send resume, cover letter and contact information for three professional references in one (1) Word document or one (1) PDF and submit via the *To Apply* link on BW's Employment and Careers' web page. <https://www.bw.edu/employment>

Candidates under consideration will be asked to provide multiple case studies of past social media campaigns that demonstrate ability and goal attainment. Final candidates will be given several days to prepare and present a sample social media strategy plan in response to a prompt specific to BW.

**Baldwin Wallace University is an EEO/AA employer and educator. At BW, we support and encourage diversity in a variety of forms. We value and appreciate inclusive excellence in the classroom, within extracurricular activities, and as we engage our community partners. Learn more at Diversity Affairs - <https://www.bw.edu/about/diversity/>**