

Job Description

Job Title: Social Media Specialist II
Code: 18645
Salary Grade: 59
FLSA Status: Exempt
Department/Division: University Communications and Marketing
Reports To: Multimedia Manager

Summary

- **Function:** To support University Communications and Marketing’s strategic goals by managing all aspects of UTSA’s official social media presence.

- **Scope:** Responsible for contributing to department’s social media strategy and executing that strategy through the creation and delivery of social media content that supports and elevates UTSA’s brand, reputation and messaging.

Duties

- **Typical:**
 1. Identify and post compelling content including videos and photos to university’s social media channels that illustrates university culture and campus life
 2. Interact with university faculty, staff, students, alumni and other stakeholders to complete social media projects
 3. Provide event-related social media support
 4. Execute a social media plan including goals, strategies, tactics and budget to communicate the UTSA brand and its education, research and community outreach missions
 5. Produce branded images and infographics to use on UTSA’s social media channels and websites
 6. Research social media trends and best practices; proactively contribute to the department’s multimedia strategy
 7. Monitor, analyze and report on social media engagement
 8. Liaison with UTSA staff and students assigned to manage social media channels for various UTSA colleges, departments, programs and areas
 9. Supervise work-studies, interns and student employees
 10. Perform other duties as assigned

- **Periodic:**
 1. Counsel UTSA faculty and staff on social media best practices, strategies

- and tactics
2. Work, as needed, outside of business hours, including evenings, holidays or weekends

Education

Required	Preferred
Bachelor's degree in journalism, communications, marketing, public relations, graphic design, English or a related field	n/a

Other Requirements

Required	Preferred
Criminal Background Check (CBC)	Social media experience at an agency or higher education institution
Valid Class A driver's license	
An understanding of organizational branding and its importance	Experience in the development and implementation of social media strategies, including measurement and reporting
Thorough understanding of Facebook, Twitter, Instagram, YouTube, LinkedIn and Snapchat best practices, strategies and tactics	
Exceptional research, writing and fact-checking skills	Working knowledge of desktop publishing, design and website maintenance software/tools
Demonstrated ability to prioritize and work independently to meet prescribed deadlines	
Exceptional judgment	
Strong inter-personal skills	
Creativity	
	Spanish-speaking

Experience

Required	Preferred
Two years of experience managing and contributing to a variety of social media channels	Three years of experience managing and contributing to a variety of social media channels

Equipment

Required	Possible
Working knowledge of digital videography and photography equipment and software	n/a
Working knowledge of personal computers and standard office equipment	
Working knowledge of Adobe Creative Suite	

Working Conditions

Usual	Special
Works both indoors and outdoors at a variety of campus locations. Some off-campus work is required.	n/a

Supervision

Received	Given
General supervision from supervisor	General supervision of support staff and student workers

Accuracy

Proficiency in all phases of the duties performed.

Security Sensitive

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

Internal Control

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.