

The University of Texas at San Antonio

Job Description

Job Title: Social Media Specialist I
Code: 18646
Salary Grade: 58
FLSA Status: Non-exempt
Department/Division: University Communications and Marketing
Reports To: Multimedia Manager

Summary

- **Function:** To support University Communications and Marketing's strategic goals by contributing to all aspects of UTSA's official social media presence.
- **Scope:** Responsible for creating and delivering social media content that supports and elevates UTSA's brand, reputation and messaging.

Duties

- **Typical:**
 1. Identify and post compelling and content including videos and photos to university's social media channels that illustrates university culture and campus life
 2. Interact with university faculty, students, staff, alumni and other stakeholders to complete social media projects
 3. Provide event-related social media support
 4. Produce branded images and infographics to use on UTSA's social media channels and websites
 5. Research social media trends and best practices; proactively contribute to department's social media strategy
 6. Monitor, analyze and report on social media engagement
 7. Liaison with UTSA staff and students assigned to manage social media channels for various UTSA colleges, departments, programs and areas
 8. Perform other duties as assigned
- **Periodic:**
 1. 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)	An understanding of organizational branding and its importance
Valid Class A driver's license	
Thorough understanding of Facebook, Twitter, Instagram, YouTube, LinkedIn and Snapchat best practices, strategies and tactics	Social media experience at an agency or higher education institution
Exceptional research, writing and fact-checking skills	Experience in the use of social media measurement and reporting tools
Demonstrated ability to prioritize and work independently to meet prescribed deadlines	Working knowledge of desktop publishing, design and website maintenance software/tools
Exceptional judgment	Spanish-speaking
Strong inter-personal skills	
Creativity	

Experience

Required	Preferred
One year of experience managing and contributing to a variety of social media channels	Two 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.