

JOB INFORMATION

Effective Date	3/9/2023
Job Code:	2236
Job Title:	Social Media Specialist
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Media
Job Summary	The Social Media Specialist will plan, produce and publish content that promotes UHCL on social media platforms and support marketing campaigns to raise awareness and support for the university. Serves as the primary staff member responsible for content creation and the monitoring and maintaining of UHCL's social media platforms. The position tracks metrics, identifies trends, recommends responses and devises social media strategy to address assigned topics.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Bachelor's degree in digital media, marketing, communications, journalism, public relations or related field.	Required	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	Minimum one year of experience in a digital marketing, digital content creation, social media role, or a related field.	Required	
Some	Experience in nonprofit, higher education or consumer-facing digital marketing. Experience with digital media creation, analytics and data tracking is a plus.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Proven knowledge of social media/digital platforms.	Proficient
• Knowledge of digital media technology and current and future trends.	Proficient
• Knowledge of Associated Press (AP) style.	Proficient
• Skills in social media platforms, including; Facebook, Twitter, Instagram, YouTube and LinkedIn. Additionally, must be skilled in social media management and monitoring software, such as HootSuite, Falcon.io, or Sprout Social.	Proficient
• Skills in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Microsoft Office (Outlook, Word, Excel, PowerPoint), and After Effects, Adobe Premiere, Final Cut Pro or similar video editing software.	Proficient
• Ability to identify high priority or sensitive social media conversations and make recommendations on how to address issues.	Skilled
• Ability to build support for social initiatives among internal stakeholders and drive best practices.	Skilled
• Ability to develop and refine social media strategies.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Responsible for establishing, developing, monitoring and maintaining UHCL's social media presence.	30%
• Writes copy, designs and coordinates the production of social media content.	30%
• Participates in online social media conversations. Identifies high priority or sensitive social media conversations; makes recommendations on how to address issues.	10%
• Manages social listening efforts and reports back to management, especially in crisis communication scenarios.	10%
• Collaborates with Communications teams to develop social content.	10%
• Compiles data, analyzes and reports on social media efforts.	5%
• Other related duties assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description