



ST. FRANCIS COLLEGE
THE SMALL COLLEGE OF BIG DREAMS

Social Media Manager

St. Francis College, Brooklyn (the “College” or “SFC”) is embarking on an ambitious plan to revitalize the College even as it remains true to its core mission: private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, social responsibility, and life-long learning. As a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, to creating conditions so that students will learn the technical skills necessary to navigate a 21st Century workplace while never losing sight of the importance of ensuring that all students learn to cultivate their humanity, the College is expanding its offerings, its services and the ways it engages in and beyond its campus. In short, it is an exciting time to join the St. Francis College Community.

The College is looking for a communicator who is versed in multimedia storytelling and social media outreach, to join its marketing team. Can you tell a story using multimedia? Are you a creative communicator who can promote exciting initiatives in higher education? Are you a strategic thinker who can amplify the impact of content by shaping it for the right digital and media channels to drive engagement and build community? Are you highly organized and comfortable in a dynamic environment? As the College’s Social Media Manager, you’ll collect, curate and develop original content about our approaches to teaching, new modes of learning, athletics, student life, new courses and programs, and the future of higher education.

Job Summary: Reporting to the College’s Executive Director of Marketing and Communications (“EDMC”), and passionate about the College and its mission, the Social Media Manager is an integral part of the College’s Marketing and Communications (“M&C”) team, responsible for creating, executing and monitoring the College’s strategy and presence in social media, particularly on its flagship accounts - Instagram, Facebook, Twitter, LinkedIn -- with the aim of using social media to help deliver on College’s key strategic objectives.

You will work with the M&C team to plan and execute outreach strategies. You will be responsible for extending the reach of ideas through a variety of content formats and channels including digital social platforms, traditional and non-traditional media. You will develop compelling written and video content, lead digital community-building and use data analytics to predict and target audience and measure response. You will be responsible for liaising with faculty, staff and students to uncover stories about learning advances, campus activities and all related engagements that illuminate the total learning experience at St. Francis College.

This position is creative as much as it is strategic. Applicants must have professional writing experience, familiarity with audio/video production, and solid knowledge of the current media/social media landscape. Successful candidates will be inquisitive and self-driven, able to plan and execute projects on a timeline, have good instincts for storytelling, exercise good judgment in making decisions, and understand how to analyze and report on data and adjust based on feedback models.

Essential Duties and Responsibilities:

- Work closely with the EDMC and other members of the M&C team to coordinate key social media related functions.
- Plan, compose and execute social media strategies, content, and campaigns to broaden awareness of SFC to a diverse, strategically-important audience, to cultivate a positive brand image of the College, to inform key constituencies of important events and College news, and to help the College recruit new students.
- Ensure flagship social media channels are updated and consistently maintained.
- Develop content calendar and curate daily postings to align messages with the College's strategic mission and priorities.
- Cover and/or coordinate coverage of College events designated for social media coverage, including evening and weekends as necessary.
- Supervise the work of other staff, including student workers, in performance of their duties supporting the College's social media strategy and operations.
- Develop graphics and other visual content, including photography and video, to engage key constituent audiences on social media.
- Maintain regular presence of the College President in social media. Develop content featuring President to share via the College's flagship accounts, and help establish and grow audiences for accounts for the President that reflect the expertise, vision, priorities and personality of the office holder.
- Provide recommendations and leadership on using social media across the College. Counsel internal clients on the College's social media policy and best practices, and assist internal clients with development and maintenance of the non-flagship accounts as needed.
- Maintain the social media directory of all active SFC accounts. Regularly monitor non-flagship College social media accounts and take appropriate action when College accounts are not adhering to College's social-media policy.
- Liaise with internal stakeholders such as program teams and campus partners to achieve program goals and to ensure coordination.
- Assist in developing strategies for brand management, reputation management and issues management of moderate complexity, including managing comments on digital channels.
- Build and maintain relationships with internal and external collaboration partners.
- Help develop quantifiable goals for the College's social media presence and use data and analytics to inform strategic recommendations related to growing audiences and increasing engagement.
- Contribute to strategic Marketing and Communications plans annually or more frequently as required.
- Stay abreast of industry trends and innovations and provide recommendations to update social media strategy and tactics based on those trends and innovations.
- Perform other duties as requested.

Required Qualifications:

- Bachelor's degree required, preferably in journalism, communications, marketing, business or an equivalent experience.
- A minimum of three years of relevant communications, marketing or public relations experience, supported by a portfolio of social media samples.

- Experience in social media, online marketing or public relations, including industry-standard analytics.
- Exceptional skills in copywriting, positioning and creativity.
- Experience or understanding of graphic design in the social media environment, including set direction and planning.
- Ability to take engaging photos and video to distribute via social media, particularly at College events.
- Demonstrated ability to be responsive and navigate and implement an approval process in a highly matrixed environment.
- Knowledgeable and experienced with conducting industry-standard social media analytics.
- Ability to assess the effectiveness of paid campaigns in achieving marketing goals.
- Able to problem solve and develop social and digital marketing solutions for a diverse set of clients.
- Ability to relate to the many different constituent groups on campus is required.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

Knowledge, Skills and Abilities:

- Superior writing and oral communication skills.
- Strong analytical and networking skills with the ability to translate comparative data into relevant charts and graphs.
- Multi-media skills such as online publishing, blogging, video, graphic design, online photo presentation, etc.

Preferred Qualifications:

- Previous experience in higher education.
- Experienced user of multiple social media sites, blogs, online content.
- Knowledgeable regarding common tactics for audience segmentation, including areas like geotargeting.
- Ability to generate, implement, and assess paid social and digital marketing campaigns.
- Foreign language skills are preferred.

About St. Francis College

St. Francis College is a private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility, and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities to form confident alumni well prepared for graduate study, for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership. Located on a dynamic campus at a global crossroads, St. Francis College invites students to learn in the heart of Brooklyn, an exhilarating mix of cultures and neighborhoods, home to innovative starts, storied organizations, and the city's largest concentration of college students. For 160 years, St. Francis has been driven by dreams-powered by big ideas, bold ambitions, and the courage to bring them to life.

The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City, and to serve the needs of the local community in which they live and study.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by clicking [here](#).