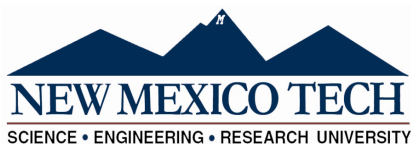


Posted: October 15, 2024



POSITION ANNOUNCEMENT

TITLE: SOCIAL MEDIA SPECIALIST **DEPT:** MARKETING AND COMMUNICATIONS

REG **TEMP** **FULL TIME** **PART TIME**

STARTING RATE or SALARY RANGE \$ \$55,000

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

Attract, inform, and engage prospective students and their families, current students, faculty/staff, alumni, donors, and friends through New Mexico Tech's social media platforms. Create and recommend social media content and additional social media platforms. Fill New Mexico Tech's social media channels with content that inspires, informs, and promotes school pride and that reinforces the institution's mission, vision, values, goals, and strategic plan.

JOB FUNCTIONS:

Create fun, helpful, informative, and cutting-edge content, including text, photos, videos, gifs, graphics, etc., for each of New Mexico Tech's primary social media platforms. Create strategic plan for regular posts to each of New Mexico Tech's social media platforms, including an editorial calendar, while also creating one-off posts, last-minute requests, and other unforeseen urgencies. Connect with Admissions, Academics, Alumni Relations/Foundations, research units, student groups, and other campus units to coordinate and share social media content. Monitor social media platforms, answer questions, engage followers, and like and comment on other New Mexico Tech accounts. Identify and engage key influencers in each social media platform. Stay up to date on social media trends, best practices, and research. Recommend new social media approaches and platforms. Use analytics to measure and report success and make data-driven decisions. Take and edit photos; shoot and edit video; create and edit graphics, gifs, etc., all in the service of social media posts. Perform other duties as assigned

REQUIRED QUALIFICATIONS:

Bachelor's degree in Communications, Marketing, Business, New Media, or Public Relations, English, Media Study, Graphic Design, or related field. Knowledge of applicable software such as Adobe Creative Suite, iMovie or Adobe Premiere Pro, Final Cut Pro, etc. Experience in a range of communication methods – social, mobile, Web, photography, video, graphic design, email. In-depth knowledge of social media platforms including Facebook, Instagram, Instagram Story, X, YouTube, SnapChat, and other emerging platforms. Knowledge of online marketing methods and resources. Vast interpersonal skills. Communicate well verbally and in writing with a wide range of people, including senior executive and administrative leaders, deans, faculty, students, supervisors, colleagues, other employees, alumni, volunteers, media,

and the public. Collaboration with diverse groups inside and outside of the university. Team player eager to work closely with the Office of University Marketing and Communications team as well as New Mexico Tech's faculty, staff, students, alumni, and organizations. Flexibility and adaptability. The ability to move from deliberateness to urgency; manage multiple projects simultaneously; and stay calm under pressure. Excellent organizational skills and ability to meet deadlines. Creative, organized, energetic, motivated, committed to learning new skills, and able to work independently in a fast-paced setting. Willingness to work nights and weekends as needed.

DESIRED QUALIFICATIONS:

Three or more years of professional experience in social media, ideally in higher education.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	<input type="radio"/>
15 - 30 pounds	<input type="radio"/>
30 - 50 pounds	
50 - 100 pounds	
100 + pounds	

PHYSICAL DEMANDS:

Standing 30%	Sitting 30%	Walking 30%	Pulling
Pushing	Lifting %	Stooping 5%	Kneeling 5%
Crawling	Climbing	Reaching 2%	Other

Apply to: nmtjobapps@npe.nmt.edu