

Digital Media Specialist

The Digital Media Specialist is responsible for overseeing one or more social media accounts for the Office of Alumni Affairs and Parental Relations. Specific duties include creating and updating social media posting schedules, replying to comments from subscribers or liking tagged photos, and coordinating with other professionals to determine how to market a brand and its products or services using social media.

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Generate, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of the company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information.
- Collaborate with other departments to manage reputation, identify key players, and coordinate actions.
- Developing and managing social influencer programs and attending social influencer events.
- Preparing monthly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Performs all other duties as assigned by the Assistant Vice President of Alumni Affairs and Parental Relations.

Qualifications:

- Master's degree or bachelor's degree and 0-2 years experience; or will accept a combination of related education and experience in substitution.
- The desire and ability to work and succeed in a fast-paced environment.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent critical thinking, interpersonal, communication, time-management and problem-solving skills
- Commitment to diplomacy, tact, and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- A great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- Strong interpersonal communication skills, including the ability to explain editorial changes and discuss alternative wording options clearly and respectfully.

How to Apply

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at HROFFICE@hamptonu.edu or fax to (757) 727-5969:

Office of Human Resources
Hampton University
Hampton, VA 23668

****No phone calls**

****Incomplete applications will not be considered**

Forms:

Visit [Human Resources – Hampton University Human Resources](#) to retrieve the educational support staff employment application and other supplemental application materials.

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