

JOB OPENING

POSITION: Social Media Specialist
40 hours per week, 12 months
Anticipated hiring hourly pay range: \$18.27-\$20.67

REPORTS TO: Director of Marketing Communications

MISSION IMPACT:

Houghton University provides an academically challenging, Christ-center education in the liberal arts and sciences to students from diverse traditions and economic backgrounds and equips them to lead and labor as scholar-servants in a changing world. The Social Media Specialist will elevate the brand and nurture relationships with the constituents of Houghton University using social media campaigns.

Essential Functions:

This position will partner with other marketing team members to implement an integrated marketing strategy, with primary responsibility for:

- **Planning & Content Creation** – Design and execute content calendar to strategically expand the reach and recognition of Houghton University among key audiences of prospective students, their families, and alumni through creative use of graphics, video, and post captions.
 - Seeks out student, faculty, staff, and alumni stories central to campaigns as well as marketable data and points of pride.
 - Develops engaging content following best practices for each social platform to maintain a regular posting schedule.
 - Works closely with Graphic Designer and Content Marketing Specialist to develop video, photo, and graphic content.
- **Platforms Management** – Ensures compliance across university social media accounts with institutional policy and accessibility guidelines.
 - Support and work collaboratively with departmental content creators in their social media initiatives, providing best practices, policy adherence, and resources to engage and grow audience in alignment with university-wide marketing campaigns. Develop and implement social media training.
 - Assist with monitoring and responding to crisis situations following the crisis communications plan.
- **Analytics & Optimization** – Regularly report performance and make adjustments to content and strategy to maximize impact of social presence.
 - Assess paid and organic social media strategy in alignment with goals for enrollment, advancement, and a positive student community experience, tracking and reporting on sentiment, reach, engagement, conversions, risk factors, and other indicators.
 - Remains current with trends and accessibility best practices in social media platforms and tools, making recommendations for content strategy on existing channels, and/or creation of presence on new channels, in line with marketing efforts.
 - Routinely solicits feedback from current students to influence social media content and guide content strategy and execution.

Success Profile:

The successful candidate will exhibit the following characteristics:

- **Creative** – Seeking new opportunities to capture attention and engage an audience while driving action to support institutional goals.
- **Detail-oriented** – Making sure that copy is error-free and laid out in a visually compelling way with high-resolution imagery and engaging design.
- **Deadline-oriented** – Able to manage priorities and produce high-quality deliverables on, or ahead of, schedule while tracking and coordinating production and approvals.
- **Project Management** – Results-oriented and a self-starter who can manage, track, and complete multiple projects simultaneously.

Statement of Requirements:

- Bachelor's degree in communications, integrated marketing, public relations, or related field.

- Minimum of 2 years professional experience or a portfolio of work demonstrating excellence and creativity.
- Knowledge of web-based marketing tools and content management systems, such as Facebook, Instagram, LinkedIn, Snapchat, Twitter, TikTok, and Sprout Social.
- This position requires a team player with strong interpersonal skills and a demonstrated ability to manage deadlines and adjust to changing priorities for multifaceted projects with limited supervision.

**Houghton University is fully committed to a culturally diverse faculty, staff and student body.
Successful candidates will evidence similar commitments.**

Houghton University is a Christ-centered, liberal arts and sciences institution of The Wesleyan Church, an evangelical holiness denomination rooted in the teachings of John Wesley. All employees are expected to share a set of values, convictions, and commitments that guide our life together. The University expects that all faculty and staff will respect the University's Vision of our Common Life, Doctrinal Statement, Wesleyan beliefs and core values, and adhere to its lifestyle expectations.

Application Procedure:

To apply please submit the following materials via email to: jobs@houghton.edu.

- (1) Cover Letter
- (2) Resume
- (3) 3 References
- (4) Answers to the following questions:

Please review the following documents:

<https://www.houghton.edu/a-vision-of-our-common-life/>

<https://www.houghton.edu/doctrinal-statement/>

<https://www.wesleyan.org/about/our-beliefs>

1. Please provide a brief description of your journey to personal faith in Jesus Christ and subsequent growth.
2. Please identify the church where you currently attend. In what ways are you currently participating in your local church or fellowship?
3. Are there any areas of Houghton's beliefs or practices that you find challenging or problematic? If yes, please explain.