

HENDERSON STATE UNIVERSITY

Social Media Manager

Marketing and Communications / University Advancement

Job Description: The Social Media Manager develops and implements digital strategies to build the university brand and support student recruitment, alumni engagement, and philanthropy.

Essential Duties and Responsibilities:

- Manage the daily operations and content calendar for Henderson social media platforms.
- Produce video, photo, and written content in support of marketing and communication objectives.
- Manage social media, texting, and email campaigns.
- Monitor social media metrics, provide regular reports, and advise on actions to maximize campaign results and return on investment.
- Evaluate advertising opportunities and assist in preparation and delivery of advertising contracts and materials.
- Develop strong working relationships with departments and individuals across campus to implement a cohesive content strategy.
- Support marketing and communication objectives by completing other assignments related to the team's broader goals of advancing university reputation and visibility, including coverage of events and support for on-call emergency communications.

Qualifications:

Minimum of degree in English, journalism, communications, marketing or other related discipline preferred; three or more years of professional communications experience; excellent written, verbal and interpersonal communication skills. Demonstrated comfort level with learning new technologies. Ability to work effectively with a team, as well as independently, and to be proactive in seeking solutions to challenges or opportunities. Must demonstrate the highest level of attention to detail and the ability to handle multiple tasks simultaneously in order to successfully meet deadlines. Proficiency with social media, video production, digital marketing, and the Adobe Creative Suite is required.

University: Henderson State University is located in Arkadelphia, Arkansas, a charming, family-centered community of 11,000 residents situated one hour south of Little Rock, Arkansas on Interstate 30. Nestled in the foothills of the Ouachita Mountains, the community is home to two universities, a strong public school system, a thriving medical community, two recreational rivers, the iconic Lake DeGray, and is approximately 30 miles from historic Hot Springs National Park, one of the great American treasures. Please visit www.hsu.edu, www.arkadelphiaalliance.com, or www.arkadelphiaschools.org for more information about Henderson State University and our community.

Application: Applications should be addressed to Martha Bryant at bryantm@hsu.edu. Applications should include a letter of application, resume, and design/writing samples (online portfolio preferred).

Review of applications will begin on June 21, 2019, and continue until the position is filled. The final applicant for this position will be required to submit to a background screening including a criminal background check pursuant to university policy. The applicant will also be required to provide official transcripts to Human Resources. Under the provisions of the Arkansas Freedom of Information Act, applications are subject to public inspection upon written request.