



Position Title: Social Media & Events Promotion Coordinator
Department: Office of Communications
Supervisor: Director of Editorial Services
Classification: Administrative Management, exempt, full-time

The Social Media & Events Promotion Coordinator, reporting to the Director of Editorial Services, works with colleagues across campus to document, publicize and enhance the engaging campus environment at Muhlenberg College through the use of social and digital media. This individual will demonstrate an aptitude for creating engaging social and visual media; display an ability to utilize mobile technology for effective photography and videography; possess a familiarity with best practices for engagement and management of popular social networks, including Snapchat, Instagram, Facebook, Twitter, YouTube, WeChat and more; and demonstrate ability to create and maintain an ongoing digital relationship between Muhlenberg College and its constituencies.

Characteristic Responsibilities:

- Creating, contributing to and publishing a frequent communications stream that demonstrates and engaging and exciting campus environment.
- Providing quick, responsive, professional and courteous feedback to concerns and questions submitted via social media.
- Supporting and assisting campus partners with planning the promotion of signature campus events, including all-campus student activities; lectures and guests speakers; signature speaker series, include Living Writers and Center for Ethics programming; major athletic events, including tournaments and championship appearances; annual alumni events, including reunion/homecoming.
- Creating best practices and advising best approaches to social media engagement for admissions, student life and advancement communication.
- Representing the college in committees and at various events as needed.

Qualifications:

- A bachelor's degree and at least three years of full-time professional social media and/or brand management experience highly preferred
- Enthusiasm for supporting and engaging with an active campus environment
- Familiarity and fluency with popular social networks, including Snapchat, Instagram, Facebook, Twitter, YouTube, WeChat and more
- Aptitude for photography and videography through mobile technology; familiarity with DSLR/professional video & audio systems and workflows preferred
- Awareness of current and emerging trends in social media
- Strong organizational and interpersonal communication skills
- Superlative written and oral communication skills, including exceptional command of proper grammar.

Muhlenberg College is an Equal Opportunity Employer. All employees are expected to support Muhlenberg's commitment to function as a diverse, caring, inclusive community.