

<p style="text-align: center;"><b>GTU</b> <b>STUDENT EMPLOYMENT OPPORTUNITY/</b> <b>JOB DESCRIPTION</b></p>
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**Revision date:** July 26, 2021

**Department/Organization:** Office of Marketing and Enrollment Management, Graduate Theological Union

**Supervisor:** Director of Marketing, Communications and Outreach

**Job title:** Social Media Specialist

**Job description:** This is an exciting opportunity to play an important role in supporting the day-to-day operations of the GTU's communications and marketing team. Responsibilities:

- Own the GTU's social media content calendar, developing monthly plans and crafting content based on strategic priorities, maintaining calendar, scheduling posts, and remaining responsive and agile as priorities shift or change
- Monitor and manage social media community, collaborating with leadership to implement response plans as needed
- Serve as expert resource to GTU stakeholders managing center- or department-specific social media accounts
- Write compelling, engaging and fresh social media content with consistent brand voice of the GTU, and develop eye-catching, "thumb-stopping" visuals to compliment main messaging of each post.
- Generating and presenting monthly performance reports on outcomes of social media strategies and tactics, with insights and recommendations to help continuously refine and improve impact
- Monitor social media trends and constantly seek to incorporate best practices into overall GTU social media strategy
- Other administrative tasks as assigned

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Required Skills:**

- Demonstrated experience managing and generating content for social media platforms, especially Facebook, Instagram, and LinkedIn
- Strong writing skills, including the ability to write for different audiences and communications channels
- Highly organized and mindful of deadlines
- Proficiency in Microsoft Office software, including Word, Excel & Outlook
- Excellent editing and proofreading skills
- Superior understanding of English grammar, punctuation and spelling
- A passion for the mission and work of the Graduate Theological Union
- Superior accuracy and attention to detail
- Ability to work closely with other staff in a collegial, multireligious, and multicultural setting

**Additional Preferred Knowledge/Skills/Abilities**

- Experience with social media scheduling tools, such as Sprout Social Media Scheduling Platform
- Understanding of social media marketing best practices, both organic and paid
- Background in journalism or communications a plus
- Experience with photography, basic graphic design, image editing, and video editing a major plus
- Knowledge of Adobe InDesign, Photoshop, and Premier, as well as Canva

**Hours per week:** 15-19 hours per week during the fall and spring semesters. Summer hours negotiable, up to 19 per week.

**Hourly rate:** \$16.32

**Preferred workdays:** Flexible, regular weekly schedule preferred.

**Period of employment:** Two-year commitment preferred; one year minimum. Position is available only to GTU students. Eligibility for federal work study is preferred, but not required for this position.

**Apply to:** Emily Morrow, Director of marketing, Communications, and Outreach at [emorrow@gtu.edu](mailto:emorrow@gtu.edu)

Applicants should submit resume/cv with a cover letter and portfolio demonstrating social media expertise.

**Application deadline:** Until position is filled.