

# University of Houston – Clear Lake

## Position Description

Job Title: **Coordinator, Social Media and Communication**

Job Code: **2236**

Pay Grade: **030**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

### QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree from an accredited university or college in Communications, Journalism, Public Relations or related field.	
Experience	Minimum two years of professional writing experience in a communications, public relations or marketing environment. Minimum one and one-half years of professional experience in strategic social media programs implementation and maintenance.	Experience in a higher education or nonprofit communications environment. Experience in digital photography, video editing and graphic design. Experience in digital advertising production and placement.
License/Certification		

*This position may be security sensitive requiring a background check of the final candidate.*

### POSITION SUMMARY

**Develop, schedule, produce/write and post content on the university's official social media accounts. Monitor social media conversations to provide timely responses and/or alerts. Collaborate with and support other departments to ensure consistency of messaging across multiple networks targeted to key audiences. Produce analytic reports to monitor engagement of targeted audiences and research new/emerging social media platforms. Provide writing support for various initiatives including the university website, blogs, news releases, newsletters and publications as assigned.**

### Duties and responsibilities

### % Time

Develop, schedule, produce/write and post content on the university's official social media accounts managed by the Office of Communications. Monitor social media conversations to provide timely responses and/or to alert colleagues of issues requiring immediate attention. Provide or coordinate live on-site posting for key university events. Partner with key departments to ensure consistency of online messaging across multiple networks targeted to prospective, current and former students as well as university friends and supporters.	65
Provide writing support for a variety of communications initiatives including the university website, blogs, newsletters and publications. Perform other duties as assigned.	25
Produce analytic reports to monitor engagement of targeted audiences. Research new/emerging social media platforms and their potential benefit for promoting university initiatives.	10

*This position description describes the general qualifications, duties and responsibilities of work being performed.*