



American
Jewish
University

Employer: **American Jewish University**
Job Title: Social Media and Content Manager
Status: Full Time
Supervisor: Vice President of Communications and Marketing

Social Media and Content Manager

The Social Media and Content Manager will be responsible for developing, enhancing and managing university social media communication and strategies targeted to engage key audiences through multiple digital channels. In addition, this person will work to develop and integrate multimedia content into existing web and social platforms as appropriate. The SMCM will be charged with maintaining and growing American Jewish University's diverse social media channels, as well as other digital media projects, content writing customer service support via social media, and ensuring integrated messaging and compatible branding in social media platforms for all university programs and departments.

Key Responsibilities include:

- Promote the AJU brand both internally and externally through appropriate social media, digital media and multimedia channels
- Develop/Refine and execute the overall strategy, tactics, project management, analysis, policies, documentation, and reporting of AJU's social media initiatives.
- Create and collaborate with other content contributors on creation and cultivation of social media content that sparks discussions, grows audiences, and drives engagement
- Monitor, coach and support sub-brand social media accounts and contributors with an eye for brand integration and cross-program collaboration on messaging and
- Integrate new and cultivated branded content on university web properties (website)
- Evaluate paid/promoted strategies for social media and develop and execute plans for advertising in social media
- Create editorial calendar and provide staff support "in person" for live coverage and reporting out at key university events
- Identify appropriate tracking and evaluation metrics and implement ongoing reporting and analysis

This position reports to the Vice President of Communications and Marketing and will work closely with the Communications Manager, and other university programs and departments, to ensure that priorities and deadlines are being met.

Minimum Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, or a related field
- 3 plus years of progressively responsible experience in marketing and communications, specifically in areas of digital and social media
- Demonstrated passion for social media and innovative marketing solutions
- Strong and growing knowledge of social media tools, tactics and innovation
- Expertise managing multiple social media platforms including Facebook, Twitter, LinkedIn and Instagram
- Excellent writing skills, with particular focus and experience in writing for social media using appropriate conventions and voice
- Flexible and creative, with strong critical thinking and problem-solving skills

- Ability to think and act quickly, while working collaboratively across organization
- Strong organizational skills and attention to detail
- Experience in higher education, education and/or nonprofit settings

Preferred Qualifications

- Familiarity with web content management systems (Drupal, Wordpress, etc)
- Experience working with graphic design software (Canva, Photoshop)
- Experience with live stream best practices and resources (Mevo, Facebook Live, Youtube Live)
- Experience with basic video editing software (iMovie, Adobe)

Candidate should have a commitment to working within a diverse environment and interact openly with individuals of different backgrounds. Also necessary is the ability to work flexible schedule, including various evenings and Sundays as needed for event coverage.

Application Procedure

Submit Cover Letter and Resume to: communications@aju.edu

Resumes submitted without a cover letter will not be reviewed.

Postal Address:

American Jewish University
15600 Mulholland Drive
Los Angeles, CA 90077
310-476-9777

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