



Job Title	Social Media Coordinator
PVN ID	CC-2508-006972
Category	Administrative Services
Location	The CITY COLLEGE of NEW YORK
Department	Development Office
Status	Full Time
Annual Salary	\$78,000.00 - \$85,000.00
Hour(s) a Week	35
Closing Date	Oct 13, 2025 (Or Until Filled)

General Description

The Social Media Coordinator will create content (text, graphics, images, video, GIFs) and monitor and manage interactions on the college's official social media profiles. In addition, the Coordinator will write occasional content for email newsletters and may also provide content for the CCNY website.

Responsibilities

- Developing and drafting social media content for approval
- Attending campus events and interviewing, photographing, and videotaping students and others
- Photography and video: Shooting, editing, and posting to multiple platforms
- Verifying information with campus colleagues to ensure accuracy before posting
- Daily monitoring, evaluating, and responding to incoming social media messaging, in collaboration with supervisor
- Reviewing social media analytics and presenting related recommendations
- Brainstorming and innovating on social media
- Developing and drafting occasional newsletter content for approval
- Developing and drafting occasional website content for approval
- Other duties as assigned

This is a full-time, one-year position offered by the Research Foundation of CUNY. The person in this position will work consistent business hours, with some flexibility. Work will be a mixture of on-campus and remote, according to CUNY policy and department needs.

Other Duties

Please submit the following:

- Cover letter

- Resume
- 4 examples of professional social media work
- Relevant writing sample

If you have any questions, please send them to: communications@ccny.cuny.edu

Qualifications

- Bachelor's degree required
- A strong, strategic writer with several years' previous social media experience representing a brand or institution
- Must be proficient and keep up to date with trends and functionality on Facebook, Instagram, YouTube, and other platforms; must have interest in learning new social media platforms and digital tools
- Experience with video editing, photo editing, and graphics skills and software
- Demonstrated ability to think analytically and apply professional discernment
- Research skills, integrity, accuracy, and editorial judgment
- Comfortable with a quick pace
- Background in journalism or PR is useful