

<b>Job Title</b>	Administrative and Social Media Specialist
<b>PVN ID</b>	LA-1805-002504
<b>Category</b>	Clerical/Office Services
<b>Location</b>	LAGUARDIA C. C.
<b>Department</b>	Pre-College Academic Programming
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$31,000.00 - \$33,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Jul 15, 2018 (Or Until Filled)

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## General Description

The Pre-College Academic Programming Department ([www.laguardia.edu/pcap](http://www.laguardia.edu/pcap)) is seeking a full-time Administrative & Social Media Specialist to support and oversee student communications and related administrative goals for all department programs, specifically the Bridge to College & Careers Program.

The Administrative & Social Media Specialist will play a crucial role in the creation and dissemination of student communications across all social media platforms, along with maintaining a calendar of those communications. Daily work will include a variety of marketing and communications activities including the following:

- Provide support with student outreach, communication, and recruitment
- Oversee the creation and dissemination of student messaging and social media postings
- Create and implement a social media and communications work plan for PCAP and participate in team meetings as necessary to clarify work plan
- Update website content, news, events and calendars and maintain mailing lists for each group of recipients
- Analyze and provide weekly reports on student communications, weekly social media goals, and Facebook usage
- Publish quarterly newsletters
- Help facilitate the expansion of PCAP's social media strategies and student communication techniques to other ACE departments
- Manage PCAP/CCPI Schoology Platform including set up, archiving, and posting

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## Other Duties

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## Qualifications

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- Qualified candidates will be tech-savvy, detail-oriented and have strong writing and communications skills.
  - Candidate must have a two year college degree and at least 1 year of administrative office experience
  - Demonstrated successful experience initiating and managing social media content for work purposes, online courseware, email and/or newsletter apps, and web content in team-based setting
  - Experience using platforms such as Facebook, Twitter, Constant Contact, WebEx, and Instagram to build community and social networks
  - Demonstrated ability to work as a team player, leading others to implement effective communication strategies
  - Share the department's mission of supporting college readiness and success for underserved students