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<b>Job Title</b>	Social Media Coordinator
<b>PVN ID</b>	LE-2410-006522
<b>Category</b>	Clerical/Office Services
<b>Location</b>	LEHMAN COLLEGE
<b>Department</b>	CUNY Mexican Studies Institute
<b>Status</b>	Part Time
<b>Hourly Rate</b>	\$28.20-\$28.20
<b>Hour(s) a Week</b>	19.00
<b>Closing Date</b>	Dec 24, 2024 (Or Until Filled)

## General Description

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The CUNY Mexican Studies Institute seeks a Social Media Coordinator (SMC). Reporting to the Assistant Director for Outreach & Partnerships, the Social Media Coordinator (SMC) is in charge of executing and implementing the social media campaigns co-designed with the Assistant Director for Outreach & Partnerships and the Communications Coordinator.

The SMC's work includes, but not limited to designing, copywriting, selecting, and readily monitoring our social media posts, as well as maintaining communication with our followers.

By staying current on social media trends, the SMC will choose the best channels to promote and communicate the Institute's message, updates, events, and milestones. The SMC also works across initiatives to provide them with the necessary posts to promote and highlight events. This means being available for real-time posting and interacting with the community.

## Other Duties

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- Brainstorm and creation of social media campaigns
- Create a social media calendar of posts for CUNY MSI and every initiative across social media platforms
- Keep great ongoing relationships with current partners, coordinate the social media activities for collaboration projects, and brainstorm or offer new ways to grow the partnership
- Research potential partners, identify key players, and generate interest among them
- Use analytics tools to gauge the success of campaigns and improve results
- Research industry innovations and tools
- Help increase the Institute's social media engagement. This includes the number of followers across platforms: Instagram, Facebook, X, TikTok, LinkedIn, Threads, and YouTube, among others
- Update posts to include relevant keywords for search engine optimization
- Create and track online registration forms for our events

- Prepare reports on campaigns based on analytics
- Developing, implementing, and maintaining a strategic vision for social media and creative execution across digital media networks
- Generating original content on site that advances and promotes the mission of the Institute, including stories, social capture, and short videos
- Manage day-to-day creation, delivery, and execution of all social media content
- Improve audience engagement by capturing and analyzing the appropriate social data/metrics, insights, and best practices and then acting on the information
- Oversee operations and assist management in planning activities, creating schedules, assigning intern projects, supervising & managing interns & volunteers, and providing events production support.
- Create new and maintain current media partner relationships.
- Coordinate and organize materials for critical events to promote available educational opportunities.
- Perform miscellaneous clerical, administrative, research, or other work related to the Institute's operation.
- Other duties as assigned.

## Qualifications

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Bachelor's degree required. Design software and online platforms proficiency. Office suite and Google suite proficiency.

These professional and business core competencies are highly preferred:

- Strong presentation, verbal and interpersonal skills to successfully work with and present to diverse stakeholders in English and Spanish.
- Strong work ethic, character, and personal integrity when dealing with sensitive topics.
- Detail-oriented with strong organizational, writing, and editing skills in English and Spanish.
- Ability to work well in time-sensitive, dynamic, and responsive offices.
- Passion for social media, including keeping up with new trends and industry best practices.
- Computer proficiency using standard office software programs and applications.
- Robust project management skills, including the ability to multitask effectively.
- Ability to think quickly and adapt to changing requirements and technologies.
- Excellent written communication skills.
- Fully bilingual in Spanish/English.

Evening hours and some weekends are required.