

Job Title	Social Media Manager
PVN ID	PH-2409-006455
Category	Clerical/Office Services
Location	CUNY SCHOOL OF PUBLIC HEALTH & HEALTH POLICY
Department	CUNY ISPH
Status	Part Time
Hourly Rate	\$25.00-\$50.00
Hour(s) a Week	15.00-20.00
Closing Date	Nov 13, 2024 (Or Until Filled)

General Description

The [City University of New York Institute for Implementation Science in Population Health \(CUNY ISPH\)](#), established in 2016, is a research institution within the [City University of New York](#). Located at the [CUNY Graduate School of Public Health and Health Policy \(CUNY SPH\)](#) in Harlem, New York, the ISPH specializes in the application of implementation science to health research aiming to improve population health outcomes both domestically and internationally. It houses 30 scientific investigators from 4 CUNY campuses (CUNY SPH, Queens College, Hunter College, and Queensborough Community College) and 44 research staff. The mission of the CUNY ISPH is to conduct and translate research into actionable, sustainable, and cost-effective interventions, strategies, and policies aimed at enhancing population health and reducing health disparities worldwide. The institute's work involves identifying gaps in programmatic and policy implementation that affect health outcomes and designing/evaluating the impact of intervention strategies and studies to address these gaps.

Other Duties

Reporting to the [Executive Director](#) and [Associate Director](#) of CUNY ISPH, the Social Media Manager will manage the Institute's social media strategy and engagement across all social media platforms and increase reach and engagement of key audiences such as peers, partners, prospective doctoral and postdoctoral investigators, journalists, and potential donors.

- Establish a strong understanding of the mission of the ISPH and the full range of its research activities, including new and existing projects, milestones, pending and recent scientific publications, and press releases.
- Meet regularly with Executive Director and Associate Director to establish social media priorities.
- Communicate regularly with ISPH investigators. Request their work-related social media handles and monitor them. Encourage cross-promotion and tagging of ISPH as appropriate.
- Develop and maintain posting guidelines and brand style guide for all social media channels.

- Develop and execute compelling and on-brand social media posts to communicate ISPH's mission, projects, publications, awards, and milestones.
- Build audience and engagement from key stakeholders including thought leaders and public officials.
- Follow peers, partners, and potential funders on all platforms, cross-promoting, tagging, and amplifying messages as appropriate.
- Contribute to ISPH meetings and newsletters to encourage and support social media participation among institute faculty, researchers, staff, students and other stakeholders.
- Regularly collect, analyze, and share metrics.
- Regularly collect and post new publications and projects to the ISPH website, writing, posting, and distributing press releases as necessary.
- Perform other website maintenance and enhancements.
- Perform other job-related duties as assigned.

Qualifications

- Bachelor's Degree
- Experience and/or training in academic science communication, preferably in the domain of public health
- Excellent writing, editing, and communication skills
- Ability to work collaboratively and with a sense of urgency and timeliness.
- Attention to detail and accuracy, strong organizational and project management skills.
- Deep knowledge and experience with social media platforms including LinkedIn, Instagram, and Twitter/X.
- Knowledge of current trends in social media and social media apps
- Ability to use analytics and research to evaluate campaigns and design strategy
- Ability to develop social media posts that are on point and make good use of graphics/visuals
- Excellent design skills and proficiency in Adobe and/or Canva, WordPress, and MailChimp