

Alverno College

Position Description

September 2023

Title: Social Media / Content Marketing Manager

Reports to: Director of Marketing & Communications

General Responsibilities:

Under the direction of the Director of Marketing & Communications, the Social Media/Content Marketing Manager is responsible for working with Alverno College's marketing and communications team and supporting the communications strategy to reach a defined target audience through social media management, digital community outreach, consumer education and promotion. The Social Media/Content Marketing Manager will be responsible for communicating online and through other communications efforts with two-way conversations/engagement, managing how best to share Alverno's content in the digital landscape and serving as Alverno College's brand voice online and on various social media properties. Strong storytelling and writing focus, the Social Media/Content Marketing Manager delivers interactive content to reinforce Alverno's positive brand image, deepens target engagement with students/alumni/community and educational partners and leaders, helps decrease barriers to education and supports overall communication goals. Responsibilities will be executed in accordance with Alverno's Strategic Plan, and the strategies identified in the Marketing & Communications Marketing Plan in the promotion of Alverno College.

Specific Responsibilities:

1. Create, manage and consolidate content for Alverno's social media and online accounts such as the Alverno's Facebook page, YouTube, Instagram, Twitter, LinkedIn, and to be determined platforms that fit Alverno's social media mission.
2. Monitor and identify online conversations the Alverno brand should engage in and interact with including social media channels and blogs.
3. Manage and maintain Alverno's social media accounts in all departments in addition to leading a social media monthly strategy meeting.
4. Work with Admissions/Advancement and other departments to create and direct effective interactive hyper-local content for Alverno, which may include promotional videos, educational/informational dissemination approaches, Social Influencer, community interactions and other interactive marketing deliverables to generate exposure, interaction, education, inspiration and community.
5. Assists the Director in keeping abreast of the influencer/student community in Alverno, MKE and Wisconsin. Engages in dialog and relationship building of influencers to help extend the local/national/international messages about Alverno. Coordinate's influencer relations and assists in the creation of student immersion events for Alverno (virtual/in-person).
6. Understand and incorporate best practices for developing online communities including social listening and reviewing analytics and measurement tools to constantly refine engagement to be effective through two-way conversations and relevant to target audiences.
7. Regularly work with management at Alverno on all tactical communications efforts.
8. Works with website manager and other team to ensure flow and connection of posts/links.
9. Represent Marketing and Communications at various meetings and events as requested through presentations, displays, and professional networking.

10. Attend workshops and skill development sessions germane to the responsibilities and duties of the position.
11. Other related tasks as assigned by the Director of Marketing & Communications.

Qualifications and Key Skills:

Candidates with a bachelor's degree is ideal but not mandatory and have at least 2-3 years related public relations, marketing or social media experience and community management skills, including:

- Excellent written and verbal communications skills
- Knowledge of current/cutting edge online technologies and their relevance to addressing communication efforts
- Experience using web/social media analytics to measure success and identify trend.
- Experience working on social media campaigns; adherence to social media strategy laws
- Collaborative team member mindset
- Sound judgment, responsiveness, and clear team communications skills
- Self-starter with the ability to focus on a world of changing priorities
- Ability to build strong working relationships across all levels of the organization
- Knowledge of secondary education, with particular emphasis on student recruitment desirable but not mandatory
- Ability to proactively carry out the duties of the position.
- Valid driver's license
- Sense of humor

Alverno College understand hands on daily application and administration in this field will often develop an ideal candidate that a full degree may not possess. An ideal candidate will have some experience with marketing, PR, social media and/or other communications. Candidate must demonstrate excellent writing, planning, leadership, organization, communication and interpersonal skills. Must have the ability to work successfully with teams on multiple projects under tight deadlines. High attention to detail. Flexibility is important as job content could range from strategic to executional.

Location: Position based at Alverno College, Milwaukee, WI.
Salary: Commensurate with experience.
Hours: Full time

How to Apply

Apply on-line at <http://www.alverno.edu/jobs>

Please attach your cover letter, resume, and list of references to the on-line application

Alverno College is an Equal Opportunity Employer and committed to workplace diversity