ANNOUNCEMENT OF POSITION VACANCY
Creative Content and Social Media Manager

SUMMARY: Reporting to the Executive Director of Marketing and Communications, the Creative Content and Social Media Manager writes, edits, and project manages the printed and online materials that support CMU’s brand positioning and strategic communications priorities, targeting key audiences and moving with ease between varying delivery channels. Repurpose creative content for publications, web, print, email, advertising, and/or social media. Playing a key role in the development of a consistent voice and tone for the university, this position requires a self-starter who is willing to take initiative and possesses the ability to work in a fast-paced environment.

RESPONSIBILITIES and DUTIES include but are not limited to:

Content Management
- Work closely with Executive Director, Marketing Director and Media Relations Director to develop and implement strategic integrated marketing communication plans that increase the university’s brand awareness and perception.
- Serve as lead writer and storyteller for the university ensuring a cohesive, unified and consistent brand identity across university communications.
- Ensure online and digital strategies are consistent with traditional strategies and effectively support brand objectives.
- Create content for marketing and communications activities including paid, earned, owned and social media and presidential communications.
- Adhere to journalistic standards for fact-finding, research, verification and style.
- Manage editorial/content calendar, contribute to and oversee production of news and social media content on a weekly basis in support of the annual communication plan.
- In coordination with the marketing and communications and alumni relations staff, plan and implement a strategic program of communications that reaches alumni through publications, news releases, electronic and print media, speeches, special events and other vehicles.
- Interview CMU faculty, staff, alumni, donors, students to tell stories that exemplify CMU’s brand trajectory and strategic direction. Develop supporting anecdotes and data.
- Plan, develop, edit and contribute to the writing of in-house newsletters, websites and social media campaigns.
- Prepare materials, scripts, and speeches for administrators as needed.
- Serve as editor and project manager for The Maverick, the alumni magazine.
- Manage freelance writers and photographers who contribute to the university publications.
- Assist contributors to manage their department and office websites, ensuring that content on coloradomesa.edu is up-to-date; provide technical assistance, training and advice to campus-wide web contributors to ensure search engine optimization (SEO) of content.
- Oversee website content and revisions within content management system, oversee web portal for prospective, accepted, and enrolling students, and perform continuous benchmarking of higher education institutions for best web practices.
- Collaborate with the Digital Communications Manager to ensure all content posted on coloradomesa.edu is easy for readers to find and access and ensure that content on the CMU website and social media platforms is ADA compliant.

Social Media
- Manage the day-to-day operations of the university’s social media platforms, deploying content for and monitoring/engaging diverse target audiences including prospective students, current students, alumni, faculty, and staff
- Work closely with marketing staff and senior leadership to manage crisis communications
- Manage a team of student social media representatives responsible for creating organic content for use in student recruitment and university social media platforms
- Identify, propose and implement new social media opportunities/activities while staying current with the latest industry trends, identify and apply new media technology and best practices

This position may require some evening, weekend and atypical hours to respond to social media issues and/or crisis communication needs and may also require travel by auto, airplane, and/or other methods of transportation. This manager supervises and oversees the work of social media/writing student assistants and/or interns as well as contract staff.

REQUIRED EDUCATION & EXPERIENCE:
- Bachelor’s degree from an accredited four-year college or university in communications, marketing, journalism or a related field
- Exceptional writing, editing, proofing skills-with attention to audience, tone and nuance
- Professional experience in marketing content creation for multiple channels including feature stories, web, print, advertising, social media, and press releases
- Demonstrated experience with Microsoft Office
- Demonstrated experience with current and developing social media channels
- Desire and willingness to work collaboratively with all departments within a large, complex organization
- Self-motivated and flexible, with the ability to manage multiple projects in a fast-paced environment
- Ability to synthesize information and write clearly and concisely
- Strong time management, organization, and start-to-finish project management skills
- Ability to clearly articulate goals, work on project teams, take initiative and confidently advocate for a strategic vision
- Strong interpersonal communication, customer service, and listening skills
- Ability to schedule, lead, train and mentor student staff writers/content contributors
- Possess and maintain a valid driver’s license

PREFERRED:
- Experience working in higher education or another large, complex organization
- A master’s degree in communications, marketing, journalism or a related field
- Experience producing/writing for multimedia

Colorado Mesa University is particularly interested in candidates who have experience working with students from diverse backgrounds and who have a demonstrated commitment to improving the levels of access and success for underrepresented students within higher education.

TYPE OF APPOINTMENT: Full-time administrative appointment.

SALARY: Commensurate with education and experience. Excellent health and retirement benefits package.

APPLICATION DEADLINE: Open until filled. To ensure consideration, complete applications must be received by April 4, 2016.

APPLICATION:
Submit a cover letter describing qualifications and experience as they relate to the specific requirements, responsibilities, and preferences of this position, current resume, a copy of transcripts for all degrees completed (official transcripts required upon hire), the names, phone numbers and e-mail addresses of three professional references and three current or previous supervisors whom we may contact, and the following completed forms:
Mail to:
Creative Content and Social Media Manager Search Committee
Human Resources, LHH 237
Colorado Mesa University
1100 North Avenue
Grand Junction, Colorado 81501-3122
Phone: 970 248-1820

Colorado Mesa University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial and/or motor vehicle history. Applicant must be able to verify U.S. employment eligibility. Colorado Mesa University is an Equal Opportunity Employer, committed to a culturally diverse faculty, staff and student body. Women and minorities are encouraged to apply.

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