

Director of Social Media (36949) EXTENDED SEARCH  
Northern Illinois University

Direct Link: <https://www.AcademicKeys.com/r?job=191968>

Downloaded On: Dec. 1, 2022 10:03pm

Posted Aug. 9, 2022, set to expire Dec. 9, 2022

<b>Job Title</b>	Director of Social Media (36949) EXTENDED SEARCH
<b>Department</b>	Ofc Institutional Communication
<b>Institution</b>	Northern Illinois University DeKalb, Illinois
<b>Date Posted</b>	Aug. 9, 2022
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager
<b>Academic Field(s)</b>	Public Relations/Marketing
<b>Job Website</b>	<a href="https://employment.niu.edu/postings/65413">https://employment.niu.edu/postings/65413</a>

**Apply By Email**

**Job Description**

**Overview**

Under the leadership of the Associate Vice President for Institutional Communications/Chief Communications Strategist, the Director of Social Media oversees and maximizes NIU's social media ecosystem in our efforts to engage, inform and grow our university community. The position will collaborate with colleagues and students across the university to develop timely, branded and inclusive content to support enrollment and public engagement goals.

**Position Summary**

This position is responsible for the successful oversight of the university's multiple social media channels, as well as developing and implementing strategic communication plans designed to increase awareness, engagement and action with internal and external stakeholders as they relate to advancing the university's mission, vision, values and goals. Hybrid remote work is possible.

**Essential Duties and Responsibilities**

Performs professional-level communications functions that require knowledge and experience utilizing

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a wide variety of communication platforms: internal communication pieces, digital and Web communications, social media, video, photography and graphics.

Works to identify new opportunities for the creation and distribution of digital and media content to support the University's enrollment and retention efforts.

Assists in the development, implementation and assessment of comprehensive, digital communications plans (websites, mobile applications, social media and search engine optimization tools) that disseminate and promote university stories to a variety of internal and external target audiences.

Works to develop comprehensive strategies for creating engagement opportunities that advance the university's digital influencer efforts.

Uses analytics to determine the reach and impact of the university's digital presence and guide decisions on ways to improve user experience, increase traffic and engagement, structure content and optimize for web and social (Twitter, Facebook, YouTube, Instagram, LinkedIn, Snapchat, etc.) platforms.

Oversees university's central social media channels, including Facebook, Twitter, LinkedIn (the University's page), Instagram and Snapchat; developing strategy, compelling content, and effective workflows to engage diverse audiences; managing opportunities for publishing, listening and engagement, and representing and personifying NIU's public-facing social media "voice." This includes supporting and maintaining the NIU president's social media account(s) and content.

Works collaboratively across all university divisions and colleges to identify compelling story ideas and aid in creating and disseminating social media content that is relevant, informative and branded appropriately.

Maintains social media calendar; manages library of approved, sharable content for use by university communicators.

Serves as a member of the institutional communications crisis response team. Consistently provides ideas, opinions, and/or information in an articulate, professional way; actively listens to others and demonstrates understanding of other points of view.

Manages at least one full-time, social media strategist, direct report as well as Extra Help and any student workers.

Minimum Required Qualifications (Civil Service)

**MINIMUM ACCEPTABLE QUALIFICATIONS**

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### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

Bachelor's degree in communications, journalism, English, radio/television broadcasting, web/digital media, or a related field.

Minimum of seven (7) years of work experience in social media related roles, of which two (2) years are work experience managing and leading a team of full-time employees, including community management, agency management, content strategy, oversight of analytics-based platforms, and issues management/crisis communications.

Specialty Factors (Civil Service)

Preferred Qualifications (Civil Service)

Minimum eight (8) years of work experience in social media related roles, including community management, agency management, content strategy, oversight of analytics-based platforms, and issues management/crisis communications.

Minimum three (3) years of work experience managing and leading a team of full-time employees.

Significant experience with developing and implementing strategic social media plans.

Experience working successfully with cross-functional teams.

Demonstrated success with social media-driven public relations including developing digital influencer relationships and outreach campaigns.

Excellent writing, storytelling, editing and verbal skills.

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact