

## Social Media Consultant

**Open To:** Public

**Division:** Student Services

**Position:** Consultant

**Reports To:** Division Director

**Location:** Hartford, 450 Columbus Boulevard

**Hours:** 40 hours per week

**Salary:** \$52,442 with full benefits

**Closing Date:** **EXTENDED October 13, 2017**

### About the Job

Develop online media strategy and presence to represent and promote the Connecticut Commission on Community Service (Serve Connecticut) and other Office of Higher Education services. The Social Media Specialist will work with staff to highlight events, activities and achievements of Serve Connecticut and the Office of Higher Education. The Specialist will be responsible for creating and deploying engaging content to build and maintain a social media presence through platforms such as Facebook, Twitter, YouTube and other designated sites.

### Job Specification

The Social Media Consultant will build and implement Serve Connecticut's social media strategy, develop brand awareness, and generate inbound traffic. This role coordinates with the National Service team to support the mission of Serve Connecticut, AmeriCorps, and National Service in Connecticut, ensuring consistency in voice and cultivating a social media network.

### Responsibilities

- Develop and implement the social media strategy by coordinating with stakeholders across the national service landscape to ensure its effectiveness and encouraging adoption of relevant social media techniques into the office culture and into all of Serve Connecticut's program initiatives.
- Ensure social media tools (ex. FB connect, Sharing buttons) are kept up to date
- Develop and manage social media campaigns and day-to-day activities. Duties include online advocacy, community-outreach efforts, promotions, and traditional media outlets such as radio spots, local television and radio, etc.
- Manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed
- Manage a Blogger outreach program and build an active brand ambassador network to spread the word about Serve Connecticut
- Create and monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Regularly provide insights gained from social media monitoring to the National Service team, to help evolve communication strategies in a timely fashion
- Monitor trends in social media tools, trends and applications

## **MINIMUM QUALIFICATIONS REQUIRED**

### **Knowledge, Skill and Ability**

- Strong project management or organizational skills
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Snap Chat, YouTube, Twitter, etc.) and how they can be deployed in different scenarios
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- Team player, with the confidence to take the lead and guide others when necessary
- Good technical understanding and can pick up new tools quickly
- Knowledge of Search Engine Optimization (SEO), keyword research and Google Analytics preferred.
- Ability to deliver creative content (text, image, and video).
- This position requires a person of mature judgment, good communication skills.

## **EXPERIENCE AND TRAINING:**

### **Education**

- Bachelor's degree from a four-year accredited university or college in Marketing, Social Media or related area of study preferred AND a Minimum of 2 years proven work experience as a Social Media Coordinator or Social Media Specialist.
- Public relations, Marketing, Community Development, National Service, Community Management experience, a plus

**Application Instructions:** Please submit a letter of intent, resume and three (3) professional employment contact references from current and/or previous supervisors.

**OFFICE OF HIGHER EDUCATION**  
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### **AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.