



Amherst College
Office of Human Resources

JOB DESCRIPTION

Title: Associate Director of Social and New Media

Department: Communications Reports to title: Associate Chief Communications Officer

Full Time: X Part Time: _____ Date Prepared: 11/15/2019

Job Group & Level: PT3_ Regular Daily Work Schedule: _____ to _____

Pay Type: Weekly _____ Monthly X Months Per Year: _____ Hours Per Week: 40

(Summer Months) Months Per Year: _____ Hours Per Week: _____

1. Summary of Position:

The Associate Director of Social and New Media develops and leads the execution of innovative and creative communications strategies for social and other new media that serve and support the mission of Amherst College, effectively strengthening the reputation of the College and strategically and consistently engaging and growing its many diverse constituencies.

The Associate Director takes appropriate actions to support a diverse workforce and participates in the College's efforts to create a respectful, inclusive, and welcoming work environment.

2. Principal Duties and Responsibilities:

80% Social Media

- With the support of the Director of Strategic Communications, devise, direct and implement a comprehensive, creative and innovative social media strategy consistent with the strategic and communications plans of the College.
- Manage the College's social media program for maximum impact to promote Amherst, its people and its mission, and continually expand audience engagement, especially among admission, alumni and student constituencies, among people who hold historically marginalized identities, and to regional, national and global audiences.

- Creatively and strategically produce and direct social media content of all kinds – text, photography and video – to enhance Amherst’s social media presence and demonstrably increase constituent engagement with the College, partnering as necessary with the College’s photographer, videographer and other content providers across campus.
- Monitor and continually expand expertise in cutting-edge social media practices and technologies to ensure that Amherst is a leader among liberal arts colleges in strategically using such communications platforms.
- Lead in developing successful, productive relationships with faculty, students, staff, administrators and alumni of all backgrounds to increase social media, new media and website knowledge and content.
- Strategically grow online communities and create and execute viral and targeted outreach campaigns that achieve communications goals, partnering with related College offices as needed.
- Serve as a key member of the crisis communications team in the Office of Communications, and liaise with others on campus as necessary.
- Create and manage the Amherst Says student social media team each academic year.
- Research, evaluate and deploy new social media platforms and best practices to enrich engagement with the College’s varied audiences.
- Expand expertise in tools for collecting and analyzing data, and track, report, and analyze growth and engagement metrics on Amherst’s social channels.
- Establish and maintain a high standard of quality and creativity for social and new media for the campus community and serve as a primary campus resource for other administrative and academic offices seeking to use social media strategically.

15% Office of Communications

- Serve as a key member of the Amherst Communications editorial team, specifically by attending the weekly editorial meeting and proposing, writing and editing social media content, as well as web stories, that effectively communicate campus news and stories to a wide College audience and the public.
- Effectively collaborate with students and colleagues from a variety of backgrounds and work to foster an inclusive, respectful environment.
- Identify and analyze issues, patterns and trends and proactively escalate related observations, opportunities and insights to the Communications division’s leadership and to relevant colleagues.

5% Perform other related duties as required, including serving as a member of the office’s emergency response team.

3. Internal-External Interaction/Communication:

Interfaces with potentially all departments across the College and externally, including analyzing, developing, negotiating, strategizing, etc.

4. Education: (include certifications and licenses)

Required:

- Bachelor’s Degree

Preferred:

5. Experience: (List specific skills necessary to perform this job)

Required:

- At least five to seven years of experience in the social media field.
- Excellent verbal and written communications skills.
- Excellent and demonstrated editorial judgment.
- Demonstrated experience in social media strategy development and building social media audiences.
- Established record of collaboration and interpersonal skills working with diverse colleagues.
- Proven ability to handle multiple projects simultaneously and to manage the unpredictable nature of social media work.
- Experience in crisis communications.
- Experience with social media analytics, including using web tools and other software for analyzing social media and digital performance and translating that data into action items.
- Experience creating and deploying varied multi-media content – specifically photography, slideshows, graphics and videography – to achieve institutional goals.
- Demonstrated skill as a strategic thinker and problem-solver.
- Work outside normal business hours including evenings and weekends, as required.

Preferred:

- Experience in higher education.
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6. Environmental and Physical Demands: (Please describe the work environment and unusual physical demands, i.e. lifting requirements.)

Repetitive motions including hands, wrists and fingers; visual – normal concentration; lift, carry, push and pull 10 lbs.

7. Decision Making:

Participates in a collaborative approach, making informed recommendations to management to establish strategies/guidelines/procedures/policies. Requires performing advanced work in the field. Identifies key barriers/core problems and applies problem-solving skills in order to deal creatively and effectively with complex situations. Makes decisions under conditions of uncertainty and incomplete information and tight deadlines.

8. Supervision Exercised/Received:

Minimal supervision received by the Director. Manages the Amherst Says student social media team.

Supervisory Responsibility: Yes _____ No _____

Number of Employees Supervised: _____

