Columbus College of Art & Design

Social Media & Digital Engagement Manager

SUMMARY

The Social Media & Digital Engagement Manager is responsible for CCAD's online presence, including social media content development, audience engagement, and reputation management. The Social Media & Digital Engagement Manager will ensure consistent brand appearance across online social platforms, representing the CCAD brand to internal and external constituents. The Social Media & Digital Engagement Manager also will be a strong partner to other key college stakeholders, including Enrollment Management and Student Affairs, ensuring that CCAD educational and student life experience is positively represented across social platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to the following:

Social Media Community Oversight

- Manages and maintains the college's social media calendar, proactively planning and distributing daily content that enhances CCAD's brand and helps to drive enrollment at the college.
- Writes and publishes posts on all centrally-managed institutional social platforms.
- Performs daily monitoring of social channels to amplify brand-aligned content and engage with internal and external stakeholders, such as current and prospective students, alumni, community partners, and donors.
- Monitors social channels for questions or concerns, quickly working to get answers or connecting with the appropriate person to address.
- Works with the Director of Communications to align social with the Marketing & Communications content calendar and other communications plans.
- Provides in-the-moment social media coverage of major CCAD events.
- Stays current on social media trends, tools, and topics.
- Responsible for maintaining a database of institutional social and online channel credentials.

Online Content Creation

- Ensures CCAD social content is relevant and timely, identifying trends and topics that align with the brand and developing content that connects with prospective and current students.
- Proactively engages with the CCAD community to identify storytelling opportunities and develop content accordingly.
- Creates visual content, using photography, graphic design, and video editing tools, and writes . ● Works with the Art Director and Student Agency to create additional visual social content.
- Directly supervises the work of student employee(s) dedicated to social content development.
- Coordinates with the Marketing Manager to ensure organic social compliments paid social, and to support internal social media advertising campaigns as needed.
- Collaborates with college Enrollment partners to create organic social content that supports enrollment initiatives.
- Collaborates with other college partners, including Student Engagement and Inclusion and Creative Careers and Collaboration

Online Reputation Oversight

- Maintains college's online profiles, updating annually as needed.
- Monitors college's online reviews, providing reporting as needed.
- Monitors online chatter about college on social sites (e.g. Reddit), providing sentiment reporting as needed.
- Actively takes part in daily social listening, reporting reputational issues to the Director of Communications.
- Supports the Director of Communications and AVP for Marketing & Communications during college incidents or crises by coordinating and disseminating messages online, as well as responding to constituents and/or escalating issues as needed.
- Monitors social media for issues on nights and weekends occasionally as needed.

Digital Engagement Leadership

- Manages and coordinates campus-wide social initiatives or campaigns.
- Researches, identifies, and develops content strategies for new social channels that align with CCAD brand and business objectives.
- Creates, maintains, and distributes college social media do's and don'ts, process guides, and best practices.
- Convenes learning sessions with college departments to report out on social trends and best practices, industry insights, and platform updates.

Digital Measurement and Support

- Manages social media tool subscriptions for crafting, distributing, monitoring, and measuring content.
- Alongside the Director of Marketing & Performance, establishes key performance indicators to understand efficacy of existing social execution and adjust strategy for further optimizations.
- Monitors social media engagement and performance metrics, making strategic content and social channel adjustments based on gleaned insights.
- Assists the Director of Marketing & Performance with high level reports on strategic performance as needed.
- Works with Marketing Manager to ensure videos are optimized for YouTube and other video sites as needed, and that SEO best practices are observed.

SUPERVISORY RESPONSIBILITIES: Carries out supervisory responsibilities in accordance with the college's policies and applicable laws. Responsibilities include interviewing, hiring, and training student employees; planning, assigning, and directing work; addressing complaints and resolving problems.

QUALIFICATIONS

- Genuine interest in and enthusiasm for digital storytelling and audience engagement.
- Extensive knowledge of current social media platforms and executing content across such platforms.
- Skilled in social media writing, storytelling, and online content development.
- Experience in managing social media communities and responding to online constituents.
- Strong judgment in assessing and managing issues online, knowing when to escalate to supervisors.
- Excellent verbal and written communication skills.

- Ability to effectively balance responsiveness to in-the-moment storytelling opportunities with planfulness for larger Marketing & Communications initiatives.
- Demonstrated experience in decision making, direct communication, collaboration, problem-solving skills, timeliness, and attention to detail.
- Ability to work well in a team environment, and well as independently.
- Commitment to CCAD's core values of Respect, Positivity, Inspiration, and Accountability.

EDUCATION and/or EXPERIENCE

- Minimum of three years in social media management and content creation.
- Bachelor's degree in marketing, communications or related fields is strongly preferred.
- Experience in higher education is a plus.
- Basic knowledge of project management.
- Experience in Adobe CC products is a plus.

PHYSICAL DEMANDS

- The employee is regularly required to sit and talk or hear.
- The employee frequently is required to finger, handle, or feel and reach with hands and arms.
- The employee is occasionally required to stand: walk: and stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Occasional travel may be required to attend off campus events, conferences, etc.

WORK ENVIRONMENT
- This position allows for a hybrid work schedule (remote/on campus), based on the needs of the department.
- Evening and weekend availability is occasionally required.
- The employee is occasionally exposed to outside weather conditions.
- The noise level in the work environment is usually quiet to moderate.

BENEFITS & COMPENSATION
This position is full-time, exempt. Compensation is commensurate on experience and qualifications. CCAD offers a benefits package including:
- Generous paid time off, including vacation time, sick time, paid national holidays, and an average of (10) days off for winter break
- Competitive salary
- Health, dental, and vision insurance
- 403(b) plan with company contribution
- Paid parental leave
- Employee Assistance Program (EAP)
- Free campus parking
- Free admission to the Columbus Museum of Art
- Training and professional development opportunities

HOW TO APPLY
Visit www.ccad.applicantpro.com/jobs/ to submit your application. When asked to upload application materials, please submit a resume/CV and a cover letter. If you are applying from any website other than CCAD or Indeed, you will receive a follow up email 3 hours after your initial submission directing you to

follow the link and complete your application. You must complete this two-step process, or your application will be considered INCOMPLETE.

About CCAD:
Columbus College of Art & Design teaches a diverse undergraduate and graduate student body in the midst of a thriving creative community in Columbus, Ohio. Founded in 1879, CCAD is one of the oldest private, accredited, and nonprofit art and design colleges in the United States. CCAD offers 11 BFA programs in a variety of visual art and design disciplines, a Master of Fine Arts in Visual Arts, and a Master of Professional Studies in Retail Design that produce graduates equipped to shape culture and commerce at the highest level.

At the core of CCAD is The CCAD Way, one of Creative Collaboration, Intentional Inclusivity, and Proven Potential. Our Core Values of Respect, Positivity, Inspiration, and Accountability unite us.

About Columbus:
As the 14th largest city in the country and the largest and fastest-growing city in Ohio, Columbus is collaborative, open, and dynamic. Between incredible arts and entertainment, exciting collegiate and professional sports, and a spectacular downtown riverfront of sprawling greenspace, Columbus has something for everyone. Here, you'll find all the culture and amenities you'd expect in a major city, with the friendly and approachable attitude of the Midwest. Franklin County, where Columbus is located, is the epicenter of the state's political, economic, and social presence and is home to 1.3 million residents with a median age of 34. Columbus is a top city for equality and was the recipient of a perfect score from the Human Rights Campaign in 2020. And central Ohio is serious about higher education: the Columbus region is home to 52 college and university campuses, with 22,000 annual college graduates. Because CCAD is closely tied to the city's numerous art and design spaces and ever-expanding districts, you'll have plenty of places to experience creativity and showcase your own.

EEO Statement:
As an educational and cultural institution, a culture of equity and inclusion is not an add-on at CCAD, rather it is central to how we define creative excellence and the health of our institution. CCAD believes that a culturally diverse campus is integral to academic excellence, and our student, faculty, staff, and trustee bodies should reflect the diverse world in which we live, with attention to race, ethnicity, religious creed, national origin, age, sex, sexual orientation, gender identity or expression, and ability. At CCAD, we are determined to foster an environment of inclusion and equity. CCAD is an equal opportunity employer and encourages applications from individuals who will contribute to its diversity.