



Wingate University Open Position Description Social Media Manager

Position Title: Social Media Manager

Location: Wingate Main Campus

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at www.wingate.edu.

Position Summary: This position supports and enhances external communications initiatives to improve how the university connects with prospective students and families, students, employees and the community.

Duties and Responsibilities

- Develops, directs, and implements the university's social media marketing, communications strategy, content governances, and content inventory. Partner with Marketing and Events colleagues on targeted campaigns for marketing and media relations.
- Contributes to and helps enforce the college's overall digital style guide.
- Identifies opportunities for clients to use digital technology to enhance their overall messaging.
- Maintains integration between social media and website/CRM database.
- Manages conversion of all digital (social media, Google Ads, website, etc.) advertising to viable leads in CRM (Salesforce).
- Creates, monitors, tracks, and reports on social media and paid advertising to inform data driven decisions.
- Manages Paid Advertising campaigns and budget.
- Creates schedules, supports goals and timelines for social media communication/marketing efforts.
- Maintains knowledge of current industry practices to make recommendations as related to information design and monitors competitive environments (often using analytics) to improve/grow the universities social media presence.
- Manages a team of student workers.
- Prepare reports for social media, leveraging monitoring and management tools.
- Analyze data and provide recommendations to adjust strategy to optimize engagement.
- Continually gather competitive information on best practices in the education industry and among competitors.

Qualifications and Experience

- Bachelor's Degree
- 3-4 years of related work experience in social media communications and marketing

Competencies

- Action-oriented
- Innovative/strategic thinker
- Understands the importance of and values diversity, equity, and inclusion
- Strong written and oral communication skills
- Experience with social media platforms (including but not limited to) Facebook, Twitter, YouTube, Instagram and LinkedIn
- Experience creating campaigns, ads and implementing in Google Ads
- Experience with Google marketing tools: Ads, Search Console, Tag Manager, etc.
- Demonstrated attention to detail

To apply, submit the following to **Human Resources** at careers@wingate.edu and **Stacey Harris** at s.harris@wingate.edu:

- 1) letter of interest, 2) resume, and 3) contact information for three references.

EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act and its amendments. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status.