

## SENIOR OFFICE ASSISTANT (SOCIAL MEDIA)

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision, an incumbent of this class is responsible for enhancing the institution's digital presence through strategic management of social media platforms and website content at Westchester Community College. Responsibilities include creating and curating engaging content, including text, images, and videos, while ensuring it aligns with the College's objectives; manages and schedules posts across various platforms, engage with followers by responding to comments and messages, and monitors social media trends to tailor content to align with relevant audience interests; track social media performance using analytics tools, generate reports, and assists in executing social media campaigns. Supervision is not a responsibility of this class. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Creates and schedules engaging, culturally relevant content, including text, images, and videos, across platforms, while managing social media channels;

Designs and sends email marketing campaigns to prospective and current students, alumni, and partners;

Sets up and operates video cameras, lighting and sound equipment used for the production of community education programs;

Creates and captures photography, and uploads promotional materials for digital campaigns, including graphics, videos, and multimedia assets;

Manages social media advertising campaigns to support enrollments and outreach initiatives;

Conducts audience research and stays informed about social media trends and best practices to implement innovative strategies that effectively engage target audiences;

Provides recommendations and implements innovative strategies to enhance online presence, attract new students and prospective employers;

Track and analyze social media performance metrics using tools such as Meta Insights, and Google Analytics;

Prepares monthly reports on social media insights and website performance, including audience demographics, engagement, and reach for the Director of Student Affairs and leadership;

Manages social media communications by monitoring social media channels for comments, messages, and mentions, and responds professionally;

Fosters positive interactions and engages with followers to build the brand;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Provides recommendations for improvement and proposes new ideas and concepts for social media content;

Provides staff assistance and office support, as required;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

May perform other incidental tasks, as needed;

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the uses of various social media platform and desktop publishing and software programs; good knowledge of content creation, understanding of social media analytics; strong written and verbal communication skills; good creative and technical ability; ability to coordinate work with other staff; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; accuracy; good judgment; resourcefulness; tact; physical condition commensurate with the requirements of the position

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: An Associate's degree in Communications, Marketing, Public Relations or related field and two years of experience in social media management, content creation or website maintenance, or digital marketing preferably in an educational or nonprofit setting.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.