



## **SOCIAL MEDIA MANAGER**

### **OFFICE OF MARKETING AND COMMUNICATIONS**

Wofford College invites applications for a social media manager in the Office of Marketing and Communications. Reporting to the senior director of marketing, the social media manager is a full-time exempt position and has primary responsibility for promoting the college's brand through social media strategy, content creation, execution and analytics. The social media manager is highly collaborative and works with OMC team members, students, administrative staff and faculty departments. Please review the complete **position description** for additional expectations and the regular work schedule.

#### **KEY RESPONSIBILITIES:**

- Expand Wofford's brand through social media: Curating, creating and posting content.
- Work with Team OMC to create a cohesive social presence for the college that builds lasting relationships with various constituents.
- Understand audiences and develop a social media strategy for each platform.
- Identify and share emerging social media outlets, trends and tactics.
- Monitor and recommend strategies for response to social media sentiment.
- Analyze performance of ongoing social media strategy.
- Identify, follow, monitor and interact with online influencers.

#### **QUALIFICATIONS:**

A bachelor's degree and minimally one year of experience in social media brand management and marketing.

The social media manager will have excellent communications skills and will be comfortable creating, editing and posting content across social media platforms. The social media manager will have experience in planning, organizing and analyzing effective social marketing campaigns.

Preference will be given to candidates with backgrounds in art, graphics, photography, writing and video.

Punctual attendance, expectations to learn quickly and thrive in a collaborative setting, along with the flexibility to adapt and provide other assistance to Team OMC and Wofford College as necessary, will be important for success in this role.

#### **APPLICATION:**

All application materials must be submitted electronically to [SocialMediaManager@wofford.edu](mailto:SocialMediaManager@wofford.edu).

Application materials include: (1) a letter of interest explaining how you meet the qualifications for this position, (2) a current resume and (3) names and contact information for minimally three professional references. For assured consideration, application materials must be received no later than midnight on August 1.

**ABOUT WOFFORD COLLEGE:**

Wofford College, established in 1854, is a private liberal arts residential college located a few blocks north of downtown Spartanburg, South Carolina. Wofford offers 27 major fields of study to a student body of nearly 1,800 undergraduates and is nationally known for the strength of its academic program, outstanding faculty and study abroad participation. Wofford is home to one of the nation's 290 Phi Beta Kappa chapters. The college community supports 19 NCAA Division I athletics teams and numerous student organizations, including honor societies, professional organizations, faith-based organizations and club sports.

Wofford's priorities increasingly reflect commitments to diversity, equity and inclusion. Created spring of 2015, the President's Diversity, Equity and Inclusion Committee has executed the recommendations of Wofford's 2014 strategic vision plan: to increase the diversity of students, faculty and staff; to support programming and policy geared toward equity; and to link its investment in diversity to sustainable partnerships with the Spartanburg community. Wofford has developed diversity training for faculty and staff, created several inclusive pedagogy initiatives, increased geographic, racial, ethnic, socioeconomic and LGBTQIA representation among our faculty and staff, and increased funding for diversity-related programming in both the student life and academic divisions.

**EEO STATEMENT:**

Wofford College values diversity within our students, faculty and staff, and strives to recruit, develop and retain the most talented people. Wofford College does not discriminate in employment on the bases of race, color, creed, religion, sex (including pregnancy or childbirth or related medical conditions, including but not limited to lactation), sexual orientation, transgender status, gender identity, age, national origin, disability, veteran status or any other legally protected status in accordance with applicable federal, state and/or local laws.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities for employment. If you require an accommodation to participate in any part of the hiring process, please reach out to [HumanResources@Wofford.edu](mailto:HumanResources@Wofford.edu).

A background check will be conducted for finalist candidates. Employment is contingent upon completion of a successful background check and establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.

Salary will be commensurate with experience. Wofford College provides a competitive benefits package including employer contribution to retirement savings, employer premium contribution to comprehensive major medical insurance, disability insurance and other accompanying fringes.

**COMPLIANCE WITH TITLE IX:**

In compliance with Title IX of the Education Amendments of 1972, Wofford College does not discriminate against any employee, applicant for employment, student or applicant for admission on the basis of sex. Policies and procedures for addressing complaints of discrimination and harassment can be found at [www.wofford.edu/titleix](http://www.wofford.edu/titleix). Reports can be made to the Title IX coordinator at any time. Inquiries related to the application of Title IX at Wofford should be referred to the college's Title IX coordinator and external inquires can be made to the Department of Education.

Wofford College Title IX coordinator

Amanda Estabrook  
429 N Church St.  
Campus Life Building, Office 6  
Spartanburg, SC 29303  
864-597-4047  
[estabrookar@wofford.edu](mailto:estabrookar@wofford.edu)

External inquiry can be made to:

Office for Civil Rights (OCR)  
U.S. Department of Education  
400 Maryland Avenue, SW  
Washington, D.C. 20202-1100  
800-421-3481  
[OCR@ed.gov](mailto:OCR@ed.gov) / <http://www.ed.gov/ocr>