



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 communication skills.
- Experience creating, writing and editing short-form content for social media.
- Experience with basic photo editing and graphic design.
- Understanding of social media metrics.
- Experience with placing paid content on social media platforms.

Success in this role requires the ability to learn and thrive in a highly collaborative setting. Flexibility and the willingness to be an active team member is key.

APPLICATION:

All application materials must be submitted electronically to 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 October 31.

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, 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. If you require an accommodation to participate in any part of the hiring process, please reach out to HumanResources@Wofford.edu.

TITLE IX COMPLIANCE:

Wofford College is committed to providing an educational and work environment, including programs and activities, that is free from discrimination, harassment and retaliation. 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.

Inquiries related to the application of Title IX at Wofford College can be made as follows:

Wofford College

Matthew Hammett
Director for Civil Rights, Title IX Compliance and Student Risk Assessment
Title IX Coordinator
429 North Church Street
Snyder House
Spartanburg, SC 29303
864-597-4048
hammettmk@wofford.edu

External Inquiry:

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
<https://www.ed.gov/ocr>

DISCRIMINATION, HARASSMENT AND TITLE IX REPORTING:

Individuals who experience harassment or discrimination on the basis of their membership, or perceived membership, in a protected class are encouraged to contact Wofford's Title IX coordinator via email, phone or mail at any time or in person during normal business hours. The Title IX coordinator can assist individuals in making a report or formal complaint, connecting with campus and community resources, and accessing support with academics, housing and/or employment.

Individuals may also submit a report through the online Discrimination and Harassment Reporting Form. Reports can be submitted anonymously, but anonymous reports may limit the College's ability to address reports.

All reports will be reviewed and addressed using Wofford's Nondiscrimination and Anti-Harassment Policy and Procedures.