



**TEXAS WOMAN'S**  
UNIVERSITY™

**DATE ISSUED:** 10/17  
**FLSA:** Exempt  
**PTO:** VCS

## ***JOB DESCRIPTION***

### ***TITLE***

Manager, Social Media & Media Relations

### ***JOB SUMMARY***

Directs social media strategies across all three campuses and ensures all social media communication and digital marketing initiatives reflect and address the university's goals and mission. The position will serve as the University's social media communication lead during a crisis or emergency situation. Monitors University news, higher education issues and trends, and current affairs to keep University audiences informed and ensure conversation accuracy and consistent messaging. Keeps apprised of national Higher Ed best practices and innovative approaches in social media as well as changing platform functions and standards. Work is performed under general supervision, with an emphasis on independent performance, and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### ***ORGANIZATIONAL RELATIONSHIPS***

*Reports to:* Director Public Relations

*Supervises:* Supervises Student Assistants

### ***ESSENTIAL DUTIES - May include, but not limited to the following:***

- Directs social media strategy and tactics in informative ways that encourage engagement from various audiences, while aligning posts and responses with the university's strategic plan.
- Serves as voice of university in response to comments on social media channels and directs all social media communications across all campuses during crisis or emergency situations.
- Strategically plans and analyzes social media communications for Office of the Chancellor and senior administrators, as needed.

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- Ensures proactive internal education, coaching and matrix management of social media channels, including monitoring, editing and approval of social media content across all 3 campuses.
- Monitors university news, higher education issues and trends, and current affairs to keep university audiences informed and to ensure conversation accuracy and consistent messaging.
- Keeps apprised of national higher ed best practices and innovative approaches in social media as well as changing platform functions and standards.
- Develops ancillary op-eds and columns in traditional media outlets that integrate with and leverage, social media communications.
- Identifies, develops and implements social media and new media tactics related to viral social networking to advance TWU's goals and objectives.
- Acts as the junior media relations representative, including news release development and distribution, pitching of stories to news media outlets and other related activities as necessary.
- Writes articles for the TWU website, e-newsletter and other publications.
- Assists in ongoing media/social media analysis and prepares regular media clipping reports and "In the Headlines" e-newsletter.
- Monitors accuracy and functionality of online media distribution lists and media contact database and clipping services by serving as primary contact with vendor partners to ensure university needs are met.

### **ADDITIONAL DUTIES**

- Performs other duties as requested.

### **EDUCATION**

Bachelor's degree in Journalism, Public Relations, Mass Communications, or a closely related field of study. Master's preferred.

### **EXPERIENCE**

Five years experience in news or media relations or news media setting, including writing, editing, analytics, media relations planning, social media management and analysis.

### **REQUIREMENT**

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

**KNOWLEDGE, SKILLS, AND ABILITIES** - *The following are essential:*

- Knowledge of university social media policies, specific site social media policies and social media best practices specifically relating to higher education.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to communicate effectively, orally, by phone, in person, and in writing.
- Ability to manage multiple projects simultaneously.
- Ability to prioritize objectives and meet deadlines with little supervision.
- Ability to oversee student workers and provide effective and appropriate feedback.
- Demonstrated best practices use of social media management tools.
- Ability to organize work effectively, conceptualize and prioritize objectives, and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Ability to use a personal computer and associated programs to include Word, Excel, and Photo editing software, including creating graphics for social media.
- Ability to learn web publishing software.
- Ability to use and manage social media, and analyze results.
- Ability to use digital or mobile camera and other office equipment.
- Ability to effectively communicate with faculty, staff, free-lance photographers, writers, editors, printers, and the public in person, in writing and by telephone.
- Ability to set and meet deadlines.
- Ability to self-manage multiple projects.
- Ability to use a personal computer and other office equipment, including university related software and email.

**PHYSICAL DEMANDS**

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

**WORK ENVIRONMENT**

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

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**SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employee Printed Name:** \_\_\_\_\_

***Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***