

Social Media Coordinator



Department: Marketing and Communications
Type: Staff, Full-Time

Stephens College seeks a Social Media Coordinator to manage all aspects of the college's social media, including oversight of the institutional and program-related accounts and their social media coordinators. The Social Media Coordinator will work collaboratively across the college to establish and maintain a unified brand voice, ensuring a more cohesive brand identity.

Essential Duties and Responsibilities:

- Work with various constituents, including members of the administrative team, faculty, staff, and students to develop and produce content
- Implement effective social media marketing, promotions, and communication plans and campaigns across the college
- Post and interact with users daily following social media best practices
- Coordinate all social media campaigns with other platforms and media, including print, digital and web channels
- Identify needs and gaps in social media content and recommend new topics and areas for update
- Work with all departments and stakeholders across campus to produce accurate, timely and engaging content
- Track, measure, and analyze all initiatives to report on social media ROI
- Contribute to and follow an editorial calendar for key social media initiatives

Qualifications:

- Bachelor's degree in marketing, English, Journalism, Mass Communication, or related field
- Proven experience working on social media accounts and/or marketing campaigns, or similar role
- Portfolio of writing and social media campaign examples
- Excellent writing and editing skills in English
- Familiarity with web publications; hands-on experience with Content Management Systems (e.g., WordPress)
- Ability to meet deadlines
- Understanding of the difference between writing for the web and other media
- Basic web design, html coding and/or photography for the web are preferred but not required

Stephens College offers excellent benefits, including vacation/holiday/sick pay, health/dental/life insurance, tuition waiver and retirement plan.

To Apply:

Submit an online [Stephens College application](#) with cover letter, resume and references. Review of applications will begin immediately and will continue until the position is filled or the search is closed.

The successful candidate must pass a criminal background check.

Stephens College is an Affirmative Action /Equal Opportunity Employer. A diverse community on campus is valued, so women, minorities, veterans, and individuals with disabilities are encouraged to apply.

About Stephens College:

Established in 1833, Stephens College is a comprehensive Master's institution with a robust undergraduate women's college preparing students for successful careers in business, communication, fashion design, education, creative writing, filmmaking and the health sciences (including a new nursing degree program jointly owned and operated by a local private healthcare system); a new co-ed Conservatory for the Performing Arts launching in August 2022; and thriving co-ed graduate programs in the health sciences (Physician Assistant, Counseling, Health Information Management), and the performing arts (MFA in Script and Television Writing located at the Jim Henson Studios in Los Angeles).

Located in the heart of Columbia, Missouri – ranked as one of the top university towns in the nation and home to the University of Missouri – Stephens offers students all the social experiences and benefits of an SEC university town, in combination with all the personal and academic benefits of a small, individualized, student-focused private college on 50 historically beautiful and wooded acres in the center of the city. Rated in 2021 among the top colleges in the country by the Princeton Review, Stephens was ranked by U.S. News & World Report as #36 among all Midwestern regional universities and #3 in “social mobility” for its success in accepting, supporting, and graduating first-gen and disadvantaged students.

Stephens says yes first. As a result, it is the pet-friendliest campus in the nation; home to the first all-women's competitive esports team; and the only college that requires every student to complete a non-credit Career and Professional Development curriculum of more than 20 learning experiences and assignments as a graduation requirement. Stephens operates its own pre-K/elementary lab school; its own professional summer theatre in Okoboji, Iowa; its own student-designed and operated campus store selling student-designed fashions and accessories; its own equestrian stables offering academic and recreational riding; and its own hybrid online graduate degree in script and television writing that meets for 10 days every semester at the Jim Henson Studios in Los Angeles.