

BREVARD COLLEGE

BREVARD, NORTH CAROLINA

Social Media Manager

POSITION SUMMARY:

The Social Media Manager assists the Director of Communications in the creation and implementation of a strategic, multi-faceted communications program designed to build and strengthen Brevard College's brand both internally and externally. This position is charged to create, manage and maintain the Brevard College social media identity, with the primary goal of effectively marketing and communicating the college's brand and generating as many followers as possible. Duties are appointed by the Director of Communications. The position is a full-time, non-exempt position for a 12-month schedule.

ABOUT BREVARD COLLEGE:

Brevard College is a private, liberal arts college located in the mountains of Western North Carolina. The 120-acre campus—located in a small, mountain town—offers a safe and comfortable learning environment for nearly 800 students.

QUALIFICATIONS:

- Bachelor's degree (preferably in Communications and/or Marketing) or comparable real-world experience.
- Organized with proven experience of attention to detail and managing multiple social media platforms with ease.
- Excellent written and verbal communication skills — paired with a creative mindset — that can consistently generate viral content.
- Strong understanding of social media platforms, their algorithms, and best practices for audience engagement to collect followers, as well as curiosity for social media management tools, analytics, and reporting.
- Familiarity with higher education institutions and a passion for the mission and values of Brevard College is a plus.
- Love being a team player and collaborating with diverse folks to achieve strategic communication goals.

ESSENTIAL FUNCTIONS:

- Be the primary voice of Brevard College on social media, engaging with our followers, responding to their queries, and building an online community, all in a friendly and professional manner.
- Create engaging and relevant content for various social media platforms that makes our followers say, "Wow, this college is cool!" and make us a desired example for other college accounts.
- Keep staff abreast on latest social media trends, best practices, and emerging platforms.
- Develop relationships and partnerships around campus to uncover exciting stories, campus events, and student achievements.
- Maintain brand consistency and uphold the college's social media guidelines and policies.
- Use analytics tools to track our social media success, gather data, and use those insights to continuously improve our online presence.

Note: This job description is intended to provide a general overview of the responsibilities and qualifications for the role of Social Media Manager in the Office of Communications at Brevard College. Duties and qualifications may be subject to change based on the evolving needs of the department and college.

Qualified candidates should send a resume, cover letter, and three references to the Director of Communications, Sara Schmidt, at schmidtsd@brevard.edu.

Review of applications will begin immediately and will continue until the position is filled. In order to provide a safe and productive learning and living environment, Brevard College conducts background investigations on all final candidates being considered for employment.

Additional information is available at the College web site, www.brevard.edu. Brevard College seeks to recruit and retain a diverse workforce, and encourages qualified candidates across all group demographics to apply. Brevard College is an Affirmative Action, Equal Opportunity Employer.