



## **Marketing, Social Media, and Communications Specialist**

### **AGS VISION STATEMENT**

Transforming society through Social Interest in Action

### **AGS MISSION STATEMENT**

Training human service professionals to facilitate healthy and fulfilling lifestyles for people, organizations, and communities through graduate education and community involvement

**JOB TITLE:** Marketing, Social Media, and Communications Specialist

**GENERAL STATEMENT OF DUTIES:** Responsible for assisting with marketing, admissions, and communications efforts for the Adler Graduate School.

**SUPERVISION RECEIVED:** Reports to the Director of Admissions

**SUPERVISION EXERCISED:** No assignments

### **ESSENTIAL FUNCTIONS**

- Serve as main contact for general website updates and questions
- Maintain social media platforms including Facebook, LinkedIn, Twitter.
- Assist with management and reporting for AGS's Google Adwords campaign
- Oversee production of AGS print materials
- Assist admissions staff with marketing and recruitment campaigns (schedules, contacts, materials)
- Attend college visits and graduate school fairs during peak recruiting seasons.

**EDUCATION:** Bachelor's degree required. Communications, marketing, or equivalent major preferred. Higher education experience a plus. Evidence of on-the job or professional training in areas of primary responsibility.

**EXPERIENCE:** 1 to 3 years of hands-on experience in marketing, social media, or communications related job.

**REQUIREMENTS:**

- Meet education and experience requirements
- Commitment to current best practices and unyielding ethical practice
- Commitment to increasing diversity within the organization and to working with an increasingly diverse academic community and community-at-large
- Interpersonal skills that facilitate both internal and external relations
- Ability to work effectively with colleagues in a team-oriented atmosphere
- Regular supervisory meetings with Director of Admissions
- Contribute to troubleshooting/problem-solving in areas of administrative responsibility
- Other tasks as assigned

### **KNOWLEDGE**

- Advanced knowledge of spreadsheets, word processing, and newsletter development.
- Advanced knowledge of technology especially website maintenance, social media platforms, and communications programs.
- Knowledge and comfort with basic data collection and analysis

### **SKILLS**

- Superior written and oral communication skills
- Excellent customer service skills
- Administrative/coordination skills and attention to detail

### **ABILITIES**

- Excellent ability to organize and prioritize tasks
- Proven ability and interest in learning new software applications
- Ability to work effectively with students, alumni, faculty, staff, Board of Directors and organizations in the external community
- Ability to serve as community ambassador for AGS
- Ability to occasionally work nights and weekends for special events

### **PHYSICAL/MENTAL DEMANDS**

Physical requirements include stooping, stretching, bending, and the ability to sit and stand for an hour at a time. Manual dexterity and visual acuity required to operate normal office equipment, such as a computer, telephone, and copier. Ability to lift, push, transport, and move up to 10 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals to perform the essential functions

### **ENVIRONMENTAL/WORKING CONDITIONS**

The work setting is an educational environment and involves frequent contact with prospective students, students, alumni, faculty, staff, and the public. Work may be stressful at times.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals to perform the essential functions

Adler Graduate School (AGS) does not discriminate on the basis of race, creed, color, national origin, religion, sex, age, disability, sexual orientation, veteran status, marital status, familial status, public assistance, or local human rights commission activity in employment of faculty or staff, admission or treatment of students, or operation of educational programs and activities. AGS is committed to providing equal education and employment opportunities in accordance with all applicable Federal and State laws, including Title IX of the Education Amendments of 1972

**This description is intended to provide only basic guidelines for meeting job requirements. Responsibilities, knowledge, skills, abilities and working conditions may change as needs evolve.**

August 2017