



POSITION DESCRIPTION

Department:	University Communications and Marketing
Classification Title:	Public Affairs/Communication Specialist II
Working Title:	Social Media Specialist
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

Position Summary

Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, California. The emphasis of the university is a Learn by Doing educational experience for its more than 22,000 students. Many students seek admission to Cal Poly not only because of its excellent academic reputation but also because the 6,000-acre main campus is nestled in the foothills of San Luis Obispo, just minutes from California's Central Coast beaches. University Communications and Marketing is the office tasked with telling the Cal Poly story to people around campus and beyond. UCM works with external media, develops publications and creates online resources to help build and promote Cal Poly's Learn by Doing reputation.

Under the general direction of the Assistant Vice President for Communications and Media Relations and working directly with the Social Media team lead, the Social Media Specialist oversees university-level social media channels, creates content and helps guide and enforce university policies and procedures around social media. This position's responsibilities include implementing and maintaining web and social media communication strategies to promote Cal Poly's message, activities, and programs. The Social Media Specialist provides varied specialized technical, analytical, and administrative support, including independently performing analysis, program research, implementation, reporting and evaluation in support of University Communications and Marketing.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
1. Directly administer university-level social media pages, including Facebook, Twitter, Instagram and LinkedIn.		
2. In coordination with the Social Media Team Lead, develop, implement and manage integrated web and social media communication strategy.		
3. Work closely with communicators and campus leaders to ensure that their important messages are being shared with the community.		
4. Attend various campus meetings to receive and deliver updates about important Cal Poly news and events.		
5. Attend major Cal Poly events on and off campus for social media coverage and documentation and development of content.		
6. Closely monitor all Cal Poly-affiliated social media channels to keep up with news, ensure appropriateness, and share when applicable.		
7. Monitor non-UCM, Cal Poly-affiliated social media accounts, watching for adherence to university brand and all appropriate policies and best practices, and help to protect the reputation of the university and ensure a single voice across the university.		

8. Prepare regular reports for the Social Media Specialist Team lead and Assistant Vice President for Communications and Media Relations on Cal Poly social media account monitoring, identifying trends or specific accounts or content that need addressing in order to maintain university voice and protect institutional reputation.
9. Answer audience questions across Cal Poly social media channels to ensure that issues or concerns are addressed appropriately or forwarded to the correct person.
10. Closely monitor the mentioning of Cal Poly across the Internet using industry-standard listening tools and platforms. Monitor and keep UCM leadership updated on the overall tone and content of Cal Poly-related chatter, including calling attention to burgeoning PR issues and potentially damaging content made by external or internal sources.
11. Create and edit photo, video and other multimedia content and scan for external user-generated content for inclusion on Cal Poly's social media channels — helping to engage social media users and spread university-generated posts and content.
12. Grow engagement (views, likes, shares, etc.) on university-level social media platforms year over year with fun, informative, enticing and appropriate content, to maintain and enhance the university's profile in the increasingly important social media realm.
13. Develop, track and present Cal Poly brand situational and strategic analysis, and develop recommendations based on same.
14. Develop and track key performance indices for university stakeholders.
15. Manage and monitor university social media feeds during emergency and crisis situations, in partnership with other UCM staff and the university's Emergency Operations Center, and consult on the use of social media for emergency-related communications to the university's various audiences.
16. Work with and provide mentoring and leadership to social media student assistants.
17. Assist Social Media Team Lead in leading the Social Media Community of Practice with communicators/social media specialists from throughout campus, creating a working group and maintaining an ongoing conversation around industry standards and best practices; university standards, policies and procedures — with the goal of unifying the Cal Poly voice across various social media channels.
18. Work with communicators, faculty and staff throughout campus to consult on social media strategies, issues, and general questions.
19. Provide social media and communications expertise to on-campus entities via recruitment committees for positions that include social media work and other campus committees and programs requiring expertise on social media outreach.
20. Maintain contact and share social media strategies and tactics with social media and communications specialists throughout the CSU system.
21. Manage relationships with social media vendors and agencies.

Related Job Functions

As Needed

10%

1. Perform other job-related duties and special projects as assigned
2. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions

Required Education, Experience, and Credentials

Education and Experience:

- Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- Possession of a valid driver's license or the ability to obtain by date of hire.

Required Skills, Knowledge, and Abilities

1. Working knowledge of and ability to apply standard theories, practices, principles, and techniques related to the operation of the area of social media and communication. Basic knowledge of and ability to apply fundamental concepts.
2. Ability to analyze and select pertinent facts and integrate them into communication vehicles.
3. Deep understanding of social media analytics, to determine where communications and campaigns are succeeding and where and how they can be bolstered.
4. Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
5. Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver media messages.
6. Working knowledge of copyright and other applicable laws pertaining to publications and media.
7. Ability to produce professional, social media-appropriate multimedia content, including photos, pre-packaged video, livestream video, GIFs, and other content as needed.
8. Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.
9. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
10. Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the university, with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
11. Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
12. Ability to think quickly and create and adjust communications materials under tight deadlines and in evolving, emergency circumstances.
13. Demonstrated customer service experience requiring a very high level of diplomacy and professionalism. Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals.
14. Thorough knowledge of English grammar, spelling and punctuation.
15. Ability to interpret, communicate and apply a wide variety of policies and procedures.
16. Demonstrated ability to maintain a high degree of confidentiality.
17. Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
18. Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.
19. Knowledge of AP style, web page-development, photo and web-video editing, desktop publishing, photography and social media experience.
20. Working knowledge of or ability to quickly learn university infrastructure, policies and procedures.

Preferred Skills and Experience

- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

Special Conditions

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime and occasional holidays and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.

INCUMBENT: I have read this position description and understand its contents.

INCUMBENT NAME	SIGNATURE	DATE
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SUPERVISOR: I certify that all statements on this form are complete and accurate.

IMMEDIATE SUPERVISOR NAME AND TITLE	SIGNATURE	DATE
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DEPARTMENT HEAD: I certify that all statements on this form are complete and accurate.

DEPARTMENT HEAD NAME AND TITLE	SIGNATURE	DATE
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HUMAN RESOURCES USE ONLY

Employee ID#: _____	REQUEST FOR:	CLASSIFICATION INFORMATION
Position Number: _____	<input type="checkbox"/> Update Review for File	Classification Title: PACS II
FTE: _____	<input type="checkbox"/> Classification Review	Class Code/Range: 0800/2
<input type="checkbox"/> Permanent	<input type="checkbox"/> New Position Recruitment	CBID: R09
<input type="checkbox"/> Temporary	<input type="checkbox"/> Replacement Recruitment	MPP Job Code: N/A
<input type="checkbox"/> COI Position		Classifier Initials: LD
Recruitment Number: _____		Date: 10/2/24