
POSITION DESCRIPTION INFORMATION

To edit an approved Position Description scroll to the bottom of the form and press Update PD
Click OK in the pop-up window that appears to reset the approval process

POSITION INFORMATION

Type of Action Requested:*	Replacement
Internal Team:*	FL-Arts Marketing and Patron Svc - 10069
Job Code/Employee Classification:*	Pub Affairs/Comm Spec 12 Mo <u>Job Code: 0800</u>
Classification Title:	Public Affairs/Communications Specialist I
MPP Job Code:	
Position Number:	Pub Affairs/Comm Spec 12 Mo <u>Position no: FL-10018100</u>
CSU Working Title:*	Social Media Specialist (Public Affairs/Communications Specialist I)
Salary Range/Grade:	0800-SPECIALIST I-Grade-1 Minimum: \$ 3,680.00 Maximum: \$ 6,233.00 Pay Frequency:
Reports to Supervisor:	
Reports To:*	Associate Dean, College of the Arts <u>Position no: FL-10006143</u>
Campus:*	Fullerton
Division:*	VP, Academic Affairs
College/Program:*	College of Arts
Department:*	Arts Marketing and Patron Svc - 10069
FLSA Status:	Non-Exempt
Hiring Type:	Probationary
Workplace Type (Exclude Inst Fac):	On-site (work in-person at business location)
Pay Plan:	12 Months
Pay Plan Months Off:	

POSITION DESIGNATION

Mandated Reporter:*	Not mandated
Conflict of Interest:*	None
NCAA:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Is this a Sensitive Position?:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Care of People (including minors) Animals and Property:	No
Authority to commit financial resources:	No
Access/control over cash cards and expenditure:	No
Access/possession of master/sub-master keys:	No
Access to controlled or hazardous substances:	No
Access/responsibility to personal info:	No
Control over Campus business processes:	No
Responsibilities requiring license or other:	No

Responsibility for use of commercial equipment: No

Is this a Campus Security Authority (CSA): Yes No

Serves a security function: No

Designated recipient for crime/misconduct reports: No

Significant responsibility for Student Activities: No

Significant responsibility for Campus Activities: No

Job Summary/Basic Function:* Cal State Fullerton's College of the Arts is seeking a digital storyteller for the position of Social Media Specialist.

We're looking for a content creator who brings new ideas to the table, is passionate about creating engaging content primarily for the digital experience and will excel in a collaborative environment.

Under the direction of the Director of Marketing & Patron Services, the Social Media Specialist will enhance the college's brand awareness and attract enthusiasts (current students, prospective students, alumni, faculty, staff and community members) through its centralized social media platforms.

The Social Media Specialist is responsible for developing and administering social media content designed to engage users and create an interactive online relationship between all enthusiasts. The Social Media Specialist will maintain and strengthen the presence of all platforms (Facebook, Instagram, TikTok and X) for the college of the arts, music, theatre and dance, and visual arts, Other Duties as assigned .

Minimum Qualifications:*

Bachelor's degree from an accredited four-year college or university in a related field and up to two years or related professional or technical experience. Knowledge of the fundamentals of public affairs, as well as some exposure to marketing and marketing research. Knowledge of basic web communication techniques, vehicles and formats. Ability to maintain cooperative and cordial relations with individuals and/or groups while obtaining, interpreting, and disseminating information about activities, programs, and objectives of an organization. Strong written and verbal communications skills with a solid foundation in grammar, spelling, punctuation, and modern English usage. Must possess the ability to manage people, solve problems, and coordinate activities where direct supervision is shared.

Required Qualifications:

Preferred Qualifications:

- Two years of experience (inclusive of internships, etc.) in communications, marketing, public relations or related fields.
- Strong knowledge of social media trends.
- Experience in social media strategy and content management.
- Experience shooting and editing video for social media platforms.
- Experience writing compelling copy on social and web platforms for a diverse range of audiences.
- Experience generating original photography.
- Experience with social media or website data collection and analytics.
- Experience using content management systems to create, format and distribute content.
- Ability to manage multiple projects effectively and within set timeframes and to prioritize competing demands.
- Demonstrated commitment to enhancing diversity through inclusive design and language.

Special Conditions:

License / Certification:

Supervises Employees:* Yes No

If position supervises other employees; list position titles:

Job Duties

JOB DUTIES

% of time	Duties / Responsibilities	Essential / Marginal
70%	<p>Create and Distribute Content</p> <ul style="list-style-type: none">● Review upcoming events and activities in the College of the Arts to plan and develop social media campaigns● Liaise with students, faculty and staff to uncover stories, creating visuals that highlight research, the student learning experience, and community engagement.● Integrate social media efforts and enhance and create cohesion with the overall look and feel of the CSUF brand in the social space.● Develop written, photographic and video content for web and social media to enhance and augment the College of the Arts' web content.● Prepare digital materials using skills and knowledge related to design and the creation and display of multimedia materials.● Incorporate the latest social media practices, technologies, and trends in higher education and related industries.● Knowledge of correct artwork dimensions for social media channels, ideal file types and best practices.● Knowledge of copyright and media law to ensure the college operates within legal guidelines.● Attend major and assigned College of the Arts events to cover on social media including some nights and weekends.	Essential
15%	<p>Brand and Reputation Management</p> <ul style="list-style-type: none">● Identify and provide enriching opportunities for audiences to interact and engage with the College of the Arts in the social space – facilitate discussion and build fan relationships.● Assist with digital community-building and coordination, providing expertise in the development, evaluation, and creation of effective College of the Arts social media strategies.	Essential
10%	<p>Analytics Management</p> <ul style="list-style-type: none">● Measure and analyze social media metrics and create reports and recommendations based on the data to create engaging content and focused brand strategies.	Essential
5%	<p>Other Duties as assigned</p>	Marginal

SELECTION CRITERIA

There are no items to show

Physical Mental and Environmental Demands

**** Physical Mental and Environmental Requirements Must be Completed for all Positions ****

Please indicate the frequency (Constantly; Frequently; Occasionally; or Never) and whether or not the requirement is essential.

Physical and Mental Requirements

Bending:	Occasionally
Climbing:	Never
Concentrating:	Constantly - Essential
Crawling:	Never
Decision Making:	Constantly - Essential
Keyboarding and Mousing:	Constantly - Essential
Lifting or Carrying up to 10 lbs.:	Occasionally
Lifting or Carrying up to 25 lbs.:	Occasionally
Lifting or Carrying up to 50 lbs.:	Never
Lifting or Carrying over 50 lbs.:	Never
Performing Calculations:	Occasionally
Pushing or Pulling:	Occasionally
Reaching Overhead:	Occasionally
Repetitive Motion of Upper Extremities:	Occasionally
Sitting:	Constantly - Essential
Standing:	Occasionally
Stooping Kneeling or Squatting:	Never
Walking:	Occasionally

To add additional Physical and Mental Requirements - Please provide the 1) Physical and/or Mental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Physical & Mental Requirement No. 1

Description:

Other Physical and Mental Req No.1 Frequency:

Other Physical & Mental Requirement No. 2

Description:

Other Physical and Mental Req No.2 Frequency:

Other Physical & Mental Requirement No. 3

Description:

Other Physical and Mental Req No.3 Frequency:

Other Physical & Mental Requirements:

Environmental Requirements

Drive motorized equipment:	Never
Excessive Noise:	Never
Hazards:	Never
Outdoor:	Occasionally
Elevated Work:	Never
Extreme Temperature (hot or cold):	Never
Indoor (Typical office environment):	Constantly - Essential

To add additional Environmental Requirements - Please provide the 1) Environmental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

**Other Environmental Requirement No. 1
Description:**

Other Environmental Req No.1 Frequency:

**Other Environmental Requirement No. 2
Description:**

Other Environmental Req No.2 Frequency:

**Other Environmental Requirement No. 3
Description:**

Other Environmental Req No.3 Frequency:

Other Environmental Requirements:

POSTING DETAILS

Advertising Summary:

Advertisement text:

USERS AND APPROVALS

Justification for Position:

The Social Media Specialist is a vital cog in the marketing campaign and dissemination of information to both the campus and at large general public. A permanent hire is needed to fill the position that was recently filled by a quick hire. Now that the production season is starting for both Music and Theatre & Dance, this position is needing to be filled.

Hiring Administrator:*

Christopher Johnson

Email address: chrjohnson@fullerton.edu

Approval process:*

FL - PD Approval (Staff/MPP) - Dept Head

1. MPP Supervisor:	Dave Mickey ✓ Approved Oct 24, 2024
2. Department Head/Associate Dean:	Julie Bussell ✓ Approved Oct 24, 2024
3. HR Classifier:	FL-HRDI Classifier ✓ Approved Oct 28, 2024
4. Appropriate Administrator/Dean:	Dave Mickey ✓ Approved Oct 29, 2024

HR/Faculty Affairs Representative:*

FL-HRDI Classifier

Email address: hrrecruitment@fullerton.edu