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| Employee Name: |  | Fresno State ID #: |  |
| Position Title: | Social Media Coordinator | FLSA Status: | Non-Exempt |
| Department: | Athletic Corporation | Date Prepared: | 8/5/24 |

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| **POSITION DESCRIPTION** |

**Overview:**

Reporting to the Director of Marketing and Fan Engagement, this position will provide timely, creative, and engaging social and digital media content to meet the needs of Bulldog fans, build campus and community interest, and tell compelling stories for the Department of Athletics, individual sports, and individual student-athletes and coaches. This position will prioritize all efforts related to the creation and implementation of comprehensive creative and digital communications strategies that focuses on optimizing and continually advancing a positive brand image and offers opportunities for fans and media members to engage with Fresno State Athletics. The position will strive to set the standard among peer and aspirant institutions as it relates to the production and distribution of digital content with a primary focus on local, regional, and national exposure of Bulldog Athletics and individual sport programs as assigned.

**Major duties of the job include:**

* Assist in the daily operations of the athletics marketing and fan engagement efforts.
* Assist with social media management, digital advertising, implementation of marketing and promotional campaigns and the overall creative direction for Fresno State Athletics social media platforms
* Will actively research and analyze trends on all possible social media platforms and use findings to execute strategies and initiatives that advance brand awareness for Fresno State Athletics and sport programs
* Engage with Fresno State fans via social and digital media efforts
* Help promote ticket sales efforts via social and digital media strategies
* Engage with Fresno State students via social and digital media efforts to promote student attendance at home events
* Will work with communications staff, creative services, and other external department staff to deliver a consistent message to all parties and will help promote and enhance Fresno State Athletics through social media platforms
* Lead marketing and fan engagement efforts for assigned sports, including all off-season promotional efforts, creation of the marketing and season-long promotional plan, and planning/execution of gameday production.
* As assigned, assist with game day set-up at venue, execution of in-game promotions, executions of special events and community outreach programs, venue clean-up

Supervisory Responsibility:

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| Who Supervises this Position: | Director of Marketing and Fan Engagement |
| Who is Responsible for completing the Performance Appraisal: | Director of Marketing and Fan Engagement |
| What other classifications does this Supervises: | Student interns |

**Minimum Requirements: Knowledge, Skills, and Abilities:**

* Proficient in the use of Microsoft Office and the Adobe Creative Suite/Cloud
* Strong knowledge of all social media platforms (Facebook, YouTube, Instagram, Twitter, Snapchat, Tik Tok, etc.)
* Thorough knowledge and understanding of terminology and statistics used in intercollegiate sports
* Strong oral and written communication skills
* Ability to:
  + Exercise independent judgment and discretion on a daily basis
  + Identify, produce, and publish creative and compelling digital content
  + Effectively tell stories about individual student-athletes and staff, as well as stories on sport programs
  + Create and adhere to content distribution calendars in order to continually distribute consistent content
  + Strictly adhere to NCAA, Mountain West Conference and University rules and regulations
  + Work in a flexible, collaborative manner in a fast-paced environment with frequent interruptions while under pressure of meeting deadlines; travel with teams as needed
  + Perform job assignments by working extended 8-hour workdays and weekends, which can also include holidays
  + Apply effective listening, writing and oral skills and competence in interpreting and communicating procedures, policies, information, ideas and instruction
  + Support the department’s commitment to equity and diversity, as well as perform all duties with integrity and professionalism
  + Establish and maintain effective working relationships with faculty, staff, and the general public from diverse ethnic, cultural, and social-economic backgrounds
* Commitment to academic integrity and compliance with University, conference and NCAA regulations
* A history of regular attendance and positive performance evaluations

**Education and Experience:**

* Bachelor’s degree from an accredited four-year college or university in a related field
* Minimum of one year of experience in collegiate or professional sports marketing and/or communications; OR
* One year of experience in social media managment

**Preferred Skills:**

* Knowledge of latest media relations/communications trends and practices
* Maintain basic knowledge of all sports
* Ability to create digital content (videos, motion graphics, static graphics, infographics, etc.) using Adobe Creative Suite/Cloud

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| **WORKING ENVIRONMENT** |

Check the appropriate box which most accurately describes the extent of the specific activity performed by the employee on a daily basis. If the activity is performed less than one (1) hour each day, check the N/A box.

**PHYSICAL EFFORT**

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|  | Number of hours/day | | | | |  |  | | Number of hours/day | | | | |
|  | N/A | 1-2 | 3-4 | 5-6 | 7+ |  |  | | N/A | 1-2 | 3-4 | 5-6 | 7+ |
| 1. Sitting |  |  |  |  |  |  | 12. Lifting or carrying | |  |  |  |  |  |
| 2. Standing |  |  |  |  |  |  | | A. 10 lbs. or less |  |  |  |  |  |
| 3. Walking |  |  |  |  |  |  | | B. 11 to 25 lbs. |  |  |  |  |  |
| 4. Bending Over |  |  |  |  |  |  | | C. 26 to 50 lbs. |  |  |  |  |  |
| 5. Crawling |  |  |  |  |  |  | | D. 51 to 75 lbs. |  |  |  |  |  |
| 6. Climbing |  |  |  |  |  |  | | E. 76 to 100 lbs. |  |  |  |  |  |
| 7. Reaching overhead |  |  |  |  |  |  | | F. Over 100 lbs. |  |  |  |  |  |
| 8. Crouching |  |  |  |  |  |  | 13. Repetitive use of hands/arms | |  |  |  |  |  |
| 9. Kneeling |  |  |  |  |  |  | 14. Repetitive use of legs | |  |  |  |  |  |
| 10. Balancing |  |  |  |  |  |  | 15. Eye/hand coordination | |  |  |  |  |  |
| 11. Pushing or pulling |  |  |  |  |  |

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|  | Yes | No |
| 16. Driving cars, trucks, forklifts and other equipment |  |  |
| 17. Being around scientific equipment and machinery |  |  |
| 18. Walking on uneven ground |  |  |

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| **MENTAL EFFORT** | | | | | | |  | **ENVIRONMENTAL FACTORS** | | | | | |
|  | Number of hours/day | | | | |  | |  | Number of hours/day | | | | |
|  | N/A | 1-2 | 3-4 | 5-6 | 7+ |  | |  | N/A | 1-2 | 3-4 | 5-6 | 7+ |
| 1. Directing Others |  |  |  |  |  |  | | 1. Inside |  |  |  |  |  |
| 2. Writing |  |  |  |  |  |  | | 2. Outside |  |  |  |  |  |
| 3. Using math/calculations |  |  |  |  |  |  | | 3. Humid |  |  |  |  |  |
| 4. Talking |  |  |  |  |  |  | | 4. Hazards |  |  |  |  |  |
| 5. Working at various tempos |  |  |  |  |  |  | | 5. High places |  |  |  |  |  |
| 6. Concentrating amid distractions |  |  |  |  |  |  | | 6. Hot |  |  |  |  |  |
| 7. Remembering names |  |  |  |  |  |  | | 7. Cold |  |  |  |  |  |
| 8. Remembering details |  |  |  |  |  |  | | 8. Dry |  |  |  |  |  |
| 9. Making decisions |  |  |  |  |  |  | | 9. Wet |  |  |  |  |  |
| 10. Working rapidly |  |  |  |  |  |  | | 10. Change of temp |  |  |  |  |  |
| 11. Examining/observing details |  |  |  |  |  |  | | 11. Dirty |  |  |  |  |  |
| 12. Discriminating colors |  |  |  |  |  |  | | 12. Dusty |  |  |  |  |  |
|  |  |  |  |  |  |  | | 13. Odors |  |  |  |  |  |
|  |  |  |  |  |  |  | | 14. Noisy |  |  |  |  |  |
|  |  |  |  |  |  |  | | 15. Working With others |  |  |  |  |  |
|  |  |  |  |  |  |  | | 16. Working around others |  |  |  |  |  |
|  |  |  |  |  |  |  | | 17. Working alone |  |  |  |  |  |