

Job Title	Social Media Manager
PVN ID	CC-2204-004753
Category	Managerial and Professional
Location	The CITY COLLEGE of NEW YORK
Department	Teaching, Learning and Leadership
Status	Part Time
Hourly Rate	\$25.00-\$40.00
Hour(s) a Week	10.00-15.00
Closing Date	Jan 12, 2024 (Or Until Filled)

General Description

The City University of New York - Initiative on Immigration and Education (CUNY-IIE) seeks a social media manager who will be responsible for broadening the reach and influence of the initiative in digital media platforms.

At CUNY-IIE, educators, researchers, families and local leaders work together to learn about, from, and with immigrant communities, act in ways that center our shared humanity regardless of legal status, and advocate for equitable policies and opportunities. CUNY-IIE is a project funded by the New York State Education Department from 2019 to 2024 and is based at The City College of New York, and is implemented in collaboration with the CUNY Graduate Center.

The major goals of this initiative are 1) the improvement of school district leaders' understandings and implementation of schooling-related immigration policies and mandates, 2) the development of PreK-12 educator capacities to support and educate immigrant students and families by developing culturally-sustaining relationships and teaching about (current) immigration issues and 3) the development of easily accessible, multilingual and multimodal resources for immigrant families and students to understand their rights, access resources, and advocate for high-quality education. You can read more about CUNY-IIE at www.cuny-iie.org.

Other Duties

- Create, implement and execute a full social media calendar that is built around organically created content that maximizes existing content such as CUNY-IIE events, reports, and programs.
- Foster engagement strategies that showcase CUNY-IIE's work, track metrics and provide recommendations for improvement.
- Increase followers and drive engagement across all social channels.
- Create and manage outreach plans to expand CUNY-IIE's reach.
- Solicit content from staff and collaborators and package this content in interesting formats suitable for

online platforms.

- Track current events to source interesting stories that are relevant to CUNY-IIE stakeholders.
- Contribute to the creation, editing and design of graphics and create copy for emails and other channels as needed.
- Collaborate meaningfully with like-minded organizations and other CUNY social media managers on coordination, shared initiatives and priorities.
- Manage pages of CUNY-IIE's website to ensure ease of use and clear, up-to-date messaging.
- Assist the Principal Investigators and Project Director as needed.

Qualifications

CUNY-IIE seeks someone who creates dynamic, creative, and engaging content for consumption by diverse stakeholders, is well versed in growing social media channels, and has the following qualification as well:

- At least two years of experience in social media communications.
- Experience producing content that is at the intersection of immigration and education.
- Experience with specific social media tools including, but not limited to, Twitter, Facebook, YouTube and Instagram.
- Strong communication skills – written, verbal, and interpersonal.
- Highly organized and detail-oriented.
- Flexible and able to work on multiple projects concurrently in a fast-paced and fluid environment.
- Keen sense of judgment and confidentiality and a desire to learn.
- The ability to track, report and communicate progress on programs and tasks on an ongoing basis proactively.
- Takes initiative and requires minimal supervision.
- Knowledge about immigrant communities, federal and local immigration policy, and public education in New York State, preferred.