

Job Title	Administrative and Social Media Specialist
PVN ID	LA-1710-002169
Category	Clerical/Office Services
Location	LAGUARDIA C. C.
Department	Pre-College Academic Programming
Status	Full Time
Annual Salary	\$31,000.00 - \$33,000.00
Hour(s) a Week	35
Closing Date	Dec 15, 2017 (Or Until Filled)

General Description

The Pre-College Academic Programming Department (www.laguardia.edu/pcap) is seeking a full-time Administrative & Social Media Specialist to support and oversee student communications and related administrative goals for all department programs, specifically the Bridge to College & Careers Program.

The Administrative & Social Media Specialist will play a crucial role in the creation and dissemination of student communications across all social media platforms, along with maintaining a calendar of those communications. Daily work will include a variety of marketing and communications activities including the following:

- Provide support with student outreach, communication, and recruitment
- Oversee the creation and dissemination of student messaging and social media postings
- Create and implement a social media and communications work plan for PCAP and participate in team meetings as necessary to clarify work plan
- Update website content, news, events and calendars and maintain mailing lists for each group of recipients
- Analyze and provide weekly reports on student communications, weekly social media goals, and Facebook usage
- Publish quarterly newsletters
- Help facilitate the expansion of PCAP's social media strategies and student communication techniques to other ACE departments
- Manage PCAP/CCPI Schoology Platform including set up, archiving, and posting
- Assist with additional administrative duties as assigned

Other Duties

Qualifications

- Qualified candidates will be tech-savvy, detail-oriented and have strong writing and communications skills.
- Candidate must have a two year college degree and at least 1 year of administrative office experience
- Demonstrated successful experience initiating and managing social media content for work purposes, online courseware, email and/or newsletter apps, and web content in team-based setting
- Experience using platforms such as Facebook, Twitter, Constant Contact, WebEx, and Instagram to build community and social networks
- Demonstrated ability to work as a team player, leading others to implement effective communication strategies
- Share the department's mission of supporting college readiness and success for underserved students