

**Booth University College**  
**Social Media Specialist**  
**Part-time term**

**Booth University College** has an opportunity for a Social Media Specialist who thrives on working collaboratively with others and wants to bring creativity and specialized knowledge to build meaningful connections through social media with prospective students and others in our community.

**Essential Functions of the Job**

Reporting to the Director of Advancement, our Social Media Specialist will

- Develop and maintain and execute a social media calendar.
- Collaborate with other departments including Admissions and Student Services to manage reputation, identify key players and coordinate actions
- Generate, edit, publish and share daily content (original text, images, video or HTML) that continues to build meaningful connections with our community
- Moderate all user-generated content in line with the moderation policy for each community
- Continuously improve our social media presence by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

**Key Skills and Requirements for the Job**

- A Degree or Diploma in Creative Communications or a related field
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge; In-depth knowledge and understanding of social media platforms and their respective participants (Instagram, Facebook, Twitter, YouTube, etc.) and how they can be deployed.
- 1 -2 years' work experience in a role focused on social media activity is an asset
- Ability to analyze and present statistics is an asset
- Knowledge of online marketing and a good understanding of major marketing channels
- Able to effectively multitask with good attention to detail and organizational ability
- A desire to work in a Christian university with the ability to integrate one's faith in the workplace and a commitment to the mission of Booth University College
- Required to work on-site at Booth University College

**Application process**

This is a part-time contract position of 20 hours per week starting immediately and continuing to August 30, 2018. Apply now with cover letter and resume to Marilyn Coupland, Human Resources Coordinator at [boothuc\\_careers@boothuc.ca](mailto:boothuc_careers@boothuc.ca) Applications will be reviewed as received. Closing date is May 18, 2018.