EMPLOYMENT OPPORTUNITY

May 21, 2015

The following position is open at BYU BROADCASTING:

POSITION TITLE: SOCIAL MEDIA MANAGER

Minimum education/experience required:
- Bachelor’s degree in Communications, Marketing, Business, or other similar field and three or more years of experience in social media marketing

Skills, abilities, knowledge, licenses, certifications:
- Required: Proven track record of organizing and executing social media marketing strategies toward measurable outcomes
- Required: Proficiency in content creation and ad tools such as Adobe Creative Cloud, Facebook Ads/Exchange/Atlas, Twitter Ads, Buffer, Adobe Social, Followerwonk, Moz, etc.
- Required: Ability to write clearly, concisely, and compellingly for social media platforms
- Preferred: Knowledge of testing techniques including A/B testing, multivariate testing, etc.
- Preferred: Experience in using social media as one component in a larger digital marketing campaigns that include websites, blogs, emails, mobile applications, online video, press releases, video promotions, billboards, etc.
- Preferred: Ability to use data to define and target audiences and segments based on their topical interests, social graphs, digital behavior and patterns, demographics, or other traits

Essential functions:
- Manage daily social media efforts, including execution of social campaigns on a variety of platforms including but not limited to Facebook, Instagram, Twitter, YouTube, Google+, Snapchat, Meerkat, Periscope, and others
- Work with other marketing team members as you create impactful social strategies and content for the organization’s channels, stations, programs, and shows
- Create and work with others to create marketing collateral for social channels that increases viewers, listeners, fans and followers of the organization’s stations, programs, and shows
- Establish standards for and report all social media marketing Key Performance Indicators (KPIs) to management on a regular basis
- Consult and advise various station and programming personnel on the best social media strategies to increase their respective viewership, listenership, and overall reach
- Organize and coordinate live social media events, chats, hangouts, broadcasts and more
- Provide regular social performance analysis as well as social marketing research
• Stay informed of social media methods, channels, trends, and strategies, and be an advocate to management and other personnel on adopting those that are compelling and justifiable

OPENING DATE: 5/12/15
CLOSING DATE: 12:00 midnight on 5/26/15
START DATE: ASAP
POSTING #: 150218SA

CONTACT: ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT YJOBS.BYU.EDU.
For more information visit www.byub.org/employment.